

COFFEE AND TEA **INDUSTRIES** **AND THE FLAVOR FIELD**

DECEMBER
1961

FORMERLY THE SPICE MILL • 84th YEAR

Season's Greetings



Pray For Peace

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NEW YORK, 120 WALL STREET

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In 1959, we asked 1,800 New York households which coffee was the world's best.

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*Proprietary mark of the National Federation of Coffee Growers of Colombia.



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**This is our
new baby!**

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25 lbs. of coffee



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Phone: ADams 3-8204

Dept.
WESTERN URN MANUFACTURING CO.
3815 S. Main St.
Los Angeles 37, California

☐ Please send free booklet on coffee brewing.
☐ I want details of free coffee offer (through my own supplier).
☐ Send me catalog on the Brewmatic 62.

NAME _____ TITLE _____
COMPANY _____
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**Western Urn introduces both a new product
and a special offer to help coffee suppliers
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**As a special introductory offer Western Urn will repay
coffee supply houses for 25 pounds of coffee to be
given with each installation of the new Brewmatic-62®**



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MANUFACTURING COMPANY**

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Phone: ADams 3-8204

COFFEE AND TEA INDUSTRIES

AND THE FLAVOR FIELD

"THE PIONEER PUBLICATION IN THE COFFEE, TEA AND SPICE FIELD"

DECEMBER, 1961 **MEMBER OF NCA** **MEMBER OF TEA ASSOCIATION OF THE U. S.** VOL 84, NO. 12

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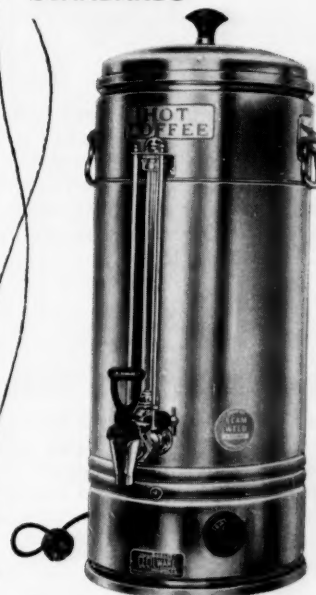
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DECEMBER, 1961

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PLUGS IN
ANYWHERE,
BREWS COFFEE
BY THE GALLON
TO CBI*
STANDARDS



CECILWARE'S stainless steel portable urns need no plumbing connections, plug in anywhere on 115 volts A.C. Available in 3 & 5 gal. capacity, they brew delicious coffee, and thermostat control maintains peak flavor and aroma for hours. Nowhere else will you find this quality at such a low price.

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From green bean to packaged product, Burns—with its affiliated companies—has the one best answer for every coffee processing requirement. All designed to do your job efficiently, economically, and with the degree of automation that best fits your method of operation.

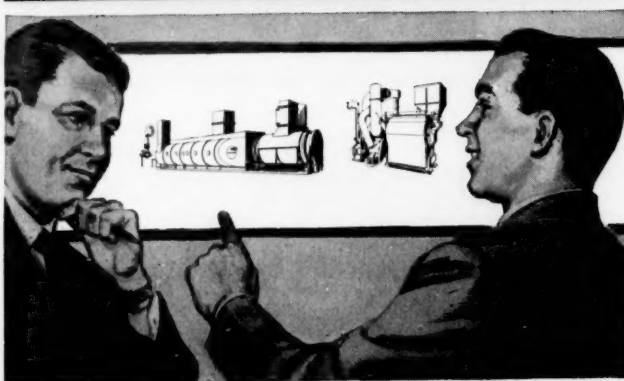
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COFFEE & TEA INDUSTRIES and The Flavor Field

An American's Impression of the European Regular and Soluble Coffee Market in 1961



by
Michael Sivetz, Chem. Engr.
Coffee Processing Consultant

In order to understand the European coffee market by American standards, it is necessary to delineate the major differences in the markets. Also the differences between European countries is so large that generalizations regarding coffee use are more useful as a guide than as an absolute truth.

Some differences in coffee processing, green coffee purchasing and retail buying in European countries compare to the U. S. as follows:

Past and/or present colonial countries provide Robustas to these countries on the continent:—United Kingdom, France, Portugal, Italy, Belgium and Holland. The average cups taste accordingly.

Green coffees entering the Scandinavian countries are mostly (75%) Brazils and have the lightest roasts in Europe. The cup is thus not very aromatic, but is clean and neutral; per capita consumption is the highest in these countries. This is due both to tradition and due no doubt to the relatively higher standard of living. Use of solubles is least developed in these high per capita countries.

Coffee Expensive

Many European countries have moderate to high import duties on green coffee. West Germany has the highest import duty at 5 DM per kilogram or about U. S. \$0.60 per pound.

Coffee is a relatively more expensive commodity to

the European based on sales prices and salaries. The European housewife considers her coffee purchase seriously.

Even with allowances for high duties and custom roasting, the prices for roast coffee in Europe were considerably higher. Many roasters indicated that their "markups" were allowing very good profits and that competition among the major roasters was often small to non-existent. Price competition is not followed in European markets.

More Brewing Methods

There are numerous variances in the way coffee is brewed in European countries. For example, espresso coffee from machines is not only a special way of extraction, but the green, roast, grind and amount of water used vary so much that the resulting products have very little similarity to each other. This is, of course, a distinct departure in cup flavor from most other methods of brewing. In the U. K., the "Cona" brew is similar to the U. S. "Silex." In Germany, a porcelain serrated funnel with filter paper is used to pour water through grounds. Then there is a one cup filter unit as well as the numerous percolators and pots we are all better acquainted with. In fact, there are probably more ways to prepare coffee in Europe than in the U. S. A. It is another symbol of individuality. The various "expensive" brews with whipped cream, lemon, whiskey, etc. are more a class sophistication than can be justified on the merits of the intrinsic cup flavor.

The most aromatic and flavorful cups of coffee were consistently received in northern West Germany where the blends are high in milds. Southern Germany and Switzerland had heavier yet good coffee, but chicory was often used. As Switzerland is not uniform linguistically, so it is not uniform in qualities of coffees offered and used. The Scandinavian countries and Austrian blends were mostly Brazils. In the U. K., France, and parts of Belgium and Holland, where darker roast Robustas are prevalent and often exclusive, the habit of using equal quantities of hot milk and much sugar is highly recommended especially in the morning. Italian roasts are, of course, the darkest, but the Italian espresso cup is so heavy a liquor especially with sugar in a demi-tasse, that it cannot be fairly compared with the more dilute cups of coffee drunk elsewhere.

The use of liquid coffee concentrates in U. K. is falling off rapidly as better quality coffee shops (Kenya) appear and as coffee is more widely consumed. The darkest roasts are respectively French (on Robusta) and the darkest, oily surfaced beans almost burnt, is in Italy (on a very assorted import).

Soluble Coffees in Europe

The strongest impression I received, was that most solubles were quite unpalatable, yet compared with Robusta brews used with equal volumes of hot milk and sugar to taste—palatability of a hot milk beverage could

(Continued on page 17)

Through July 1961, Mr. Michael Sivetz was Technical Director of Cafe Soluble, S.A. Managua, Nicaragua, and a prime contributor to the equipment design, specifications, purchasing, testing and training of all personnel. The operation of a new, complete soluble coffee plant was completed in less than 2 years. Mr. Sivetz helped incorporate into this plant design, many new features that have resulted in wide approval of the flavor quality of the soluble coffee produced.

From August 1956 to December 1959, Sivetz was Technical Director at the Folger soluble coffee plant, Houston, Texas. He was a leading contributor to improving percolation equipment, and general operating procedures. Mr. Sivetz also helped co-ordinate basic studies on coffee aroma and flavor. Starting January 1954, he was project leader at the General Foods Central Research Laboratory, Hoboken, N. J. He specialized in soluble coffee development projects, plant design and production runs for European plants under construction at that time.

Mr. Sivetz is a B.S. Chem. Engr., Brooklyn Polytechnic Institute, a M.S. Chem. Engr., Northwestern Technological Institute. He took a graduate semester at M.I.T.

Mr. Sivetz has just returned from a 3 month trip throughout Europe evaluating the methods of manufacture and quality of both regular and instant coffees. He plans to continue to apply his "soluble coffee know-how" for improved coffee flavor quality in the soluble coffee field.



BRAZILS ARE PREFERRED

THE BRAZILIAN COFFEE INSTITUTE

120 WALL STREET, NEW YORK 5, N. Y.

COFFEE & TEA INDUSTRIES and The Flavor Field

WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?

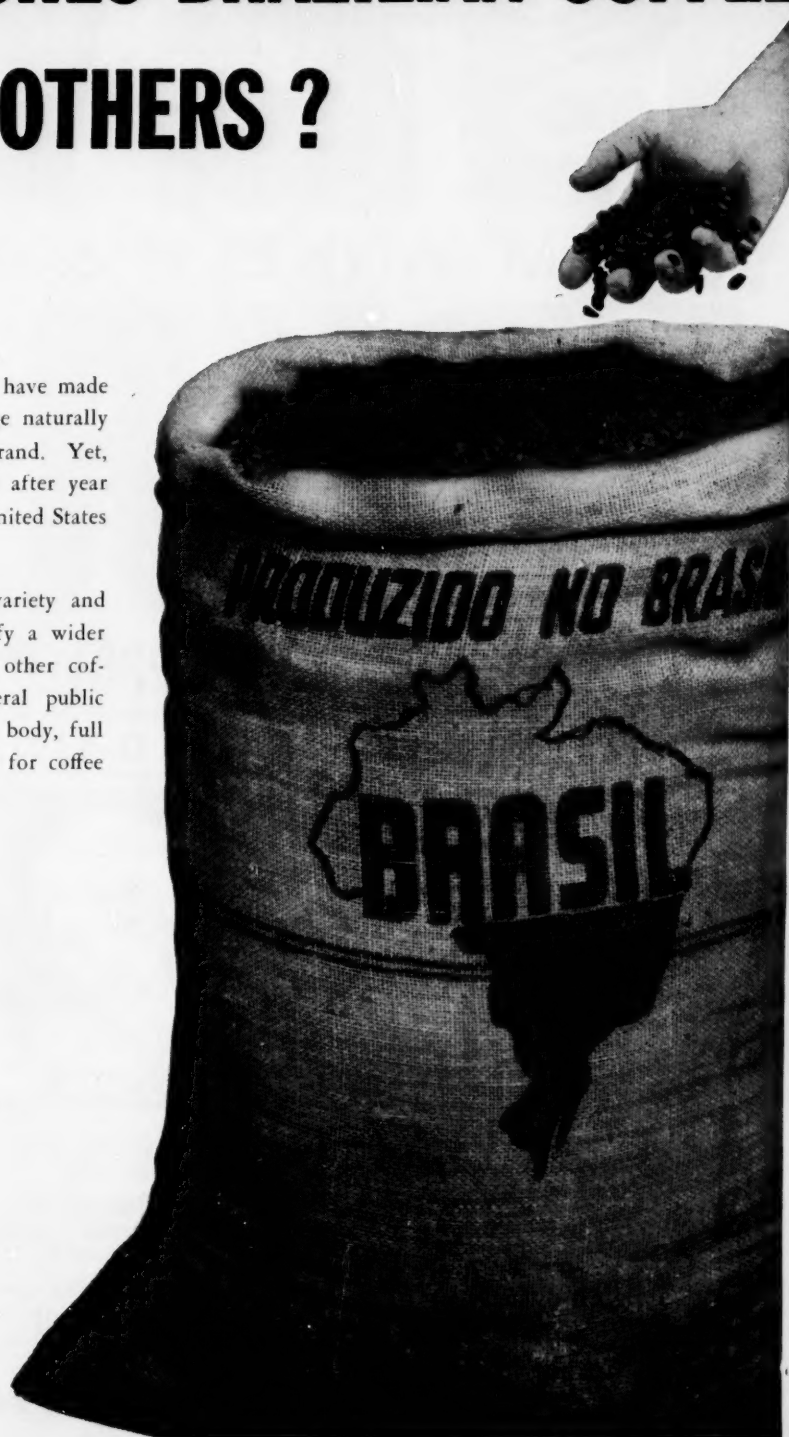
**BRAZILS
ARE
PREFERRED**

The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than any other country.

A basic reason is the unequalled variety and quality of the Brazils. They satisfy a wider range of consumer tastes than any other coffee. Coffee experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U. S. taste for coffee has been built on Brazils.

**PROMOTE
BETTER
BREWING**

***Join the industry-wide
campaign for
heartier coffee***



NEW

FROM ARKELL & SMITHS

ARKRAN

COATED BAGS GIVE PRECISE PROTECTION—CUT COSTS

BUILT IN BARRIER AGAINST

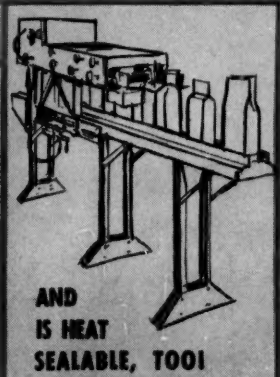
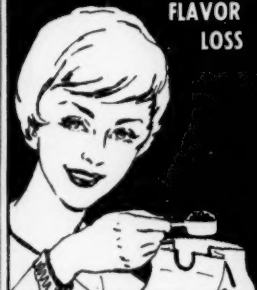
MOISTURE TRANSFER



OIL PENETRATION



FLAVOR LOSS



■ Arkell & Smiths' high barrier ARKRAN bag is a new concept in packaging tailored to deliver any specified degree of protection at lowest cost.

ARKRAN is paper coated with a brand new resin formula. The coating material can be varied in film weight and number of coats, to provide a specific level of protection plus a stronger, more rigid package, often with reduced bag cost, too!

ARKRAN is ideal for standard opening, filling and closing machinery with no loss of production speed. Eliminates extra-cost, plastic strip required for heat sealing glassine-lined bags. The ARKRAN bag can be effectively heat sealed on standard equipment.

For full information write or phone

ARKELL & SMITHS

Hudson Falls, New York

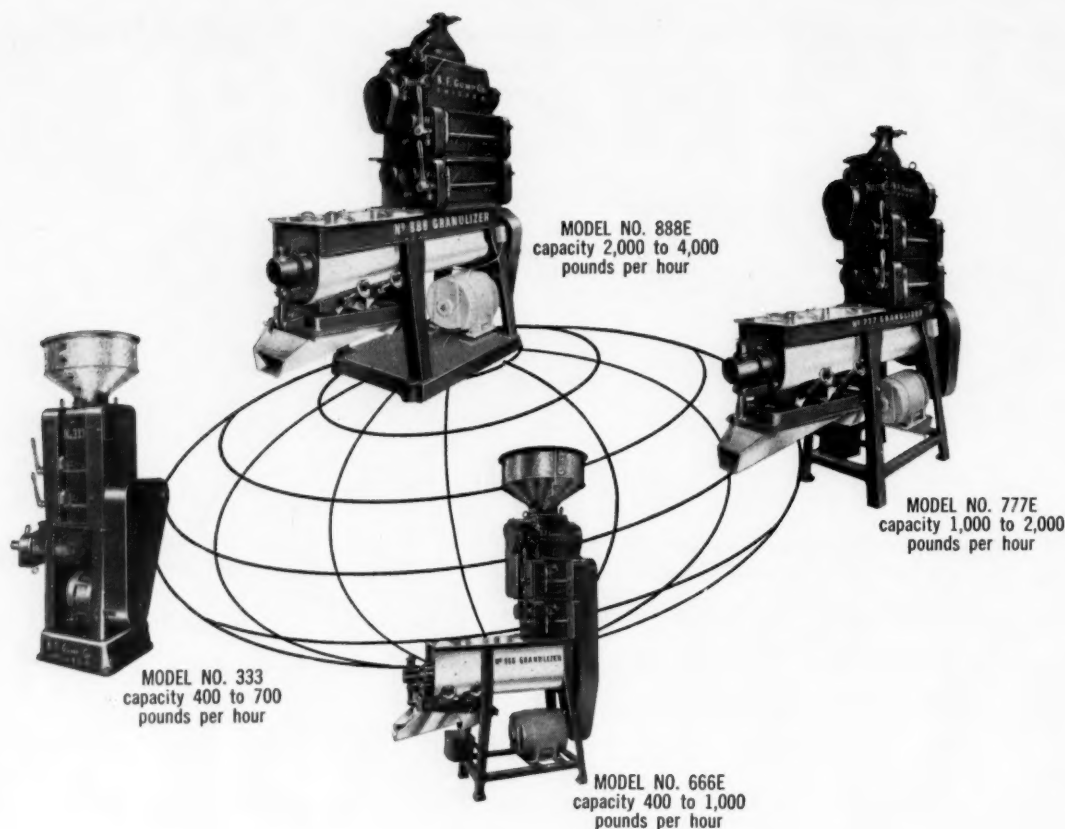


A CENTURY AGO . . . a great man wrote: So long as you are ready to die for Humanity, the life of your country will be immortal." It is timely . . . to recall the insight, the courage and the faith that inspired this statement.

Our rights as individual human beings depend on our willingness to act with respect for the rights of others. And this principle applied to the relationship of nations with one another is likewise the basis for a world at peace.

We need to rededicate ourselves to the recognition of human dignity everywhere, and to the courageous acceptance of our fellow men as individuals, and as nations, with rights and aspirations as sacred to them as ours are to us. It is only in this spirit that we can act to dispel the insecurity and fear which today becloud our vision and shackle our efforts to respond to the challenge of our times.

Dag Hammarskjold, late Secretary General UN



All over the world, Gump Granulizers meet the demand for uniform coffee grinds

Grinds from Gump Coffee Granulizers have the consistent uniformity, the clean-cut appearance, which help maintain cup quality and increase coffee sales. That's why hundreds of coffee companies throughout the world—in thirty-one countries on six continents—rely on Gump Granulizers to keep up with the growing demand for controlled quality grinds.

Maximum efficiency is another Gump Granulizer benefit. Sound design, rugged construction and easy adjustability combine

to insure low cost, trouble-free performance, day after day.

Take advantage of Gump engineering and grind analysis services to assist you in deciding what model of Granulizer, what size or type of corrugation, is *right* for your requirements. We're glad to help solve any coffee grinding problems—with no obligation.

Write today for complete information on the proper size Gump Coffee Granulizer to give you *efficient* production of *quality* grinds.



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New York 36—JABEZ BURNS AND SONS, INC.—600 West 43rd Street

San Francisco 5—TEMPO-VANE MANUFACTURING CO.—330 First Street

Dallas 2—J. B. WILLIAMS—1026 Young Street

COFFEE & TEA INDUSTRIES and The Flavor Field

A resume on the Indian Coffee Industry



by
Patre S. Rajashekhar
our Indian Correspondent

Patre S. Rajashekhar is a graduate of the University of Mysore, Bangalore, Mysore, with a B Sc (Hons). He spent two years at the University of Tucson, Arizona, majoring in Agriculture and two months at the Agricultural Experiment Station, University of Hawaii, specializing in Coffee. Mr. Rajashekhar is a planter, who owns a plantation at Ratnagiri Estate, Mysore State, India.

Government Policy: A limit (or ceiling) of 100 acres is set for the farmers who wish to start a new coffee orchard. Any expansion of the existing Coffee orchard should be done in the next five years.

Trade and Promotion: Internal and external trade and promotional activities is carried out by a permanent agency ("Coffee Board") established and controlled by federal government. Coffee is auctioned by Coffee Board at selected pool centres.

Statement of Coffee Stocks and Sales As on August 1961 (in M. Tons)

1959-60	Plantation	Arabica	Robusta	Total
Crop	(A quality)	Cherry		
Local sales	14028	4015	13254	31297
Export sales	11343	2712	4125	18180
Balance				
Stock	8	21	—	29
1960-61 Crop				
Local sales	5296	1949	4794	12039
Export sales	17911	1382	3500	22793

Coffee Board's chairman Mr. H. Sitarama Reddy returned on Nov. 4 from U.K. and the continental countries. He told pressmen in Bangalore that there was appreciation everywhere for Indian Coffee, provided the price was competitive. Mr. Reddy found that since European trade is through normal channels, good hope lies in channeling the coffee through normal means rather than the Coffee Board, for the quality of Indian Coffee was held high.

Estimation and Prospects: Slight damage occurred owing to unprecedented rains in some parts of Mysore state. However 64,000 metric tons of coffee is expected this season, i.e. 1961-62. Prospects for coffee is not very bright, because nearly half of last year's crop has not been sold yet. Harvesting of this season's coffee commences shortly in most parts of Mysore State.

FEDECAME elects

On November 7th, the FEDECAME elected the following slate of officers: President, Sr. Roberto Alejos, Guatemala; Vice-President, Sr. Guillermo Alfaro, Costa Rica; Secretary, Sr. Norman S. Amort, Nicaragua, to serve during the 1961-1962 term.

DECEMBER, 1961

New coating replaces liners in low-cost protective coffee bags

A new coated Kraft bag which protects its contents without the need for any of the conventional liners has been produced by Arkell and Smiths, Hudson Falls, N. Y., bag manufacturer. Initial production runs have been made for a number of coffee roasters and early trade reactions indicate a usefulness and economy that are materially changing roasters' and packers' thinking.

Called ARKRAN, the new A & S bag offers the advantages of greater structural strength while equalling glassine or film liners in resistance to oil migrations and stain. Its resistance to the entry of oxygen and other damaging gases, and its protection against the loss of flavor and aroma, are due in part to the new coating process evolved by Arkell and Smiths, and in part due to the fact that the bag's coating is heat sealable.

The bag is built to specifications to suit the needs of the individual packer through regulating the degree of coating. Thus, as much or as little protection as a product requires can be purchased, avoiding the necessity of paying for more than is needed.

The nature of the coating will be found important to the coffee roaster and packer because it thoroughly fills the pores of the Kraft sheet and eliminates the need for more costly barrier sheets currently used as liners.

Eye-appeal is assured because of the white outer cover, which accepts brilliant, glossy inks in attractive color combinations, resulting in a package that stands out from competitors on dealers' shelves.

The Original Coffee Grinder



Coffeemen! Here is the ideal item for gift giving or your own home! A real, 19th Century-styled, coffee grinder. Coffee can be ground to individual taste by adjusting the knurled knob opposite the wheel. The Original Coffee Grinder is just the thing for a conversation or decorator piece in your office or home.

The "Original" Coffee Grinder, used in Europe today, stands just 9" high. It is made of cast iron and weighs 7 pounds. (It is NOT a toy! A&P has store and lab tested this machine and approved it.) The removable drawer is light-stained varnished wood with a brass knob. The wheel is 7½ inches across and has a light wood handle.

The interior is white. The exterior is available in: white, yellow, blue or grocery store red.

The cost is only \$9.95 postpaid, Thorne, International, P.O. Box 29, New Hyde Park, N. Y.

Premium seekers! Thorne, International has a profitable deal for roaster's merchandising. Contact their premium division at the above address.



Advertiser of the Month

BRAZILIAN COFFEE INSTITUTE

WHY BRAZILIAN COFFEE ?

The prominence of coffee as the favorite beverage in the United States has been definitely established by the quality of the brew. Yet not all the care required to prepare a good brew can produce a good cup of coffee unless the quality of the berry is there to make it so.

"The coffee is delicious. I'd love another cup."

Indeed, there is no question that coffee has become the "must" of the American household—and with good reason. Throughout the years, its popularity has increased to the point where it is now an essential item—even a necessity. But long before Americans had the pleasure of enjoying a good cup of coffee, the growers of the berry in Brazil were hard at work. They realized that with time, care and indulgence, they could produce a bean second to none. They had the climate, the soil, and the tradition of generations of "know how."

In these days of stress and strain, coffee remains as the "old reliable" standby for relaxation and enjoyment. The "coffee break" has become an institution—a valuable part of the daily routine in the American way of life.

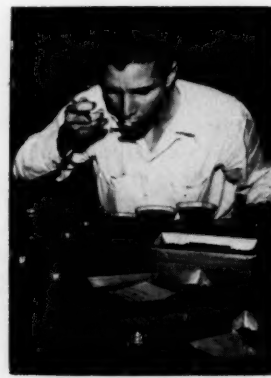
Socially, it is the mainstay for togetherness and festiveness. Culturally it has provided the theme and inspiration for many fine works of art in literature, painting, sculpture and music. It has also filled the cups of men as they drank to agreements which changed the course of world history. And this small bean has evolved itself into a major industry, providing a vital artery of trade for many nations.

Brazil, as the world's largest producer of fine coffee, and the United States, as the world's largest consumer, have together through congenial and reciprocal intercourse developed and promoted the bean into one of the world's leading industries.

And so, at this festive season of the year, the coffee producers of Brazil raise their cups in season's greetings to all members of the American coffee trade.



Beauty and the Berry. This young Brazilian girl reflects the smile of pleasure that will be worn by drinkers of the nectar brewed from the berries she so prettily displays.



An expert (in the fullest sense of the word) carefully taste tests samples of Brazilian coffee before selecting beans for shipment.



Scientific methods put an end to crop pests. Plane spraying prevents serious crop losses and improves yield.



"Cleaning" (Weeding) is done with extreme care so as not to damage the trees. It removes foreign roots and plants that could harm the tree.



Contour planting utilizes every piece of growing land. Scientific methods like this produce profitable harvests.



Brazilian Coffee plantations have time, tradition and inherent skill to produce good coffee beans. Some of the most picturesque scenery in the world is found on some plantations.

DECEMBER, 1961



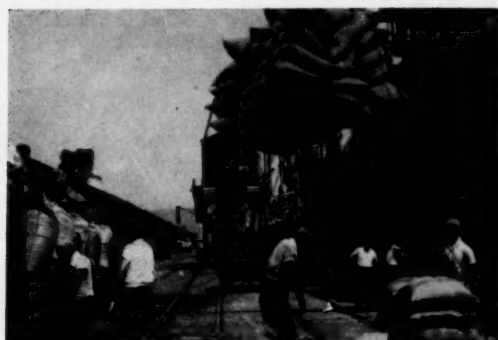
Coffee beans being spread out to dry. This most important operation is only carried out under ideal conditions.



Billions of beans are raked into neat furrows for even drying. Careful attention to proper drying results in fine beans.



After being processed and weighed, the "green coffee" is finally sewn into sacks and prepared for shipment.



Bags of carefully selected beans are hoisted aboard ship. Destination—your coffee cup!



Only a Tea Taster can tell . . .

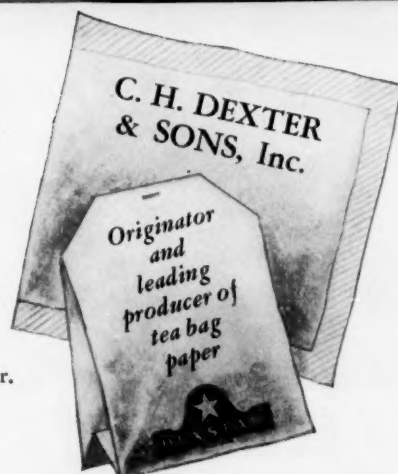
This year, thirsty Americans drank some twenty million cups of hot tea — most of it brewed in bags made of Dexstar® paper.

Why is this so?

Because tea bags made of Dexstar paper retain the tiniest tea leaves, yet release all their fresh, delicate flavor and bouquet.

Only a tea taster can tell the difference between tea brewed with loose leaves and tea brewed in bags made of Dexstar paper.

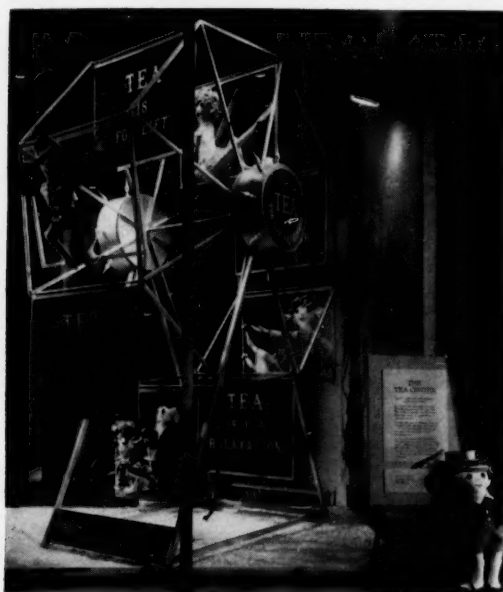
C. H. Dexter & Sons, Inc., Windsor Locks, Connecticut.



The TEA COUNCIL presents new material to PROMOTE AND PROFIT WITH TEA



"Take Tea and See" week is February 2-17. Special kits promoting Tea with a back bar strip, menu tip-on, table tents and a preparation card included, are now available. These kits are to be given FREE to your restaurant tea accounts. Your company has them or you can get the kits from the Tea Council direct.



Tea Center gets new display

This inviting display in the window of the Tea Center acts as an invitation to try "Tea the hot refresher." Passersby in New York's mid-town are flocking to see the center's interesting exhibit on hot tea. The Tea Center is also playing host to hundreds of persons from the New York area who use its facilities for meetings. Organizations using the facilities include the Girl Scouts, American Women in Radio and Television, Mills College of Education, Garden Clubs and many others.

TEA LEAVES

A new satirical ad campaign by Freberg, Ltd. for *Salada Tea* has begun.

Radio spots, spoofing the Tea Council's "Take Tea and See" slogan, are kicking off the campaign, which is the first to take positive action against the public's resistance to tea and the first to admit there is a resistance, according to John W. Colpitts, advertising manager of the Salada-Junket Division of Salada Foods, Woburn, Mass.

The campaign, through Cunningham & Walsh Inc., features the "voice of dissent," according to Stan Freberg, head of the producing organization. Disset is voiced, he says, because "not many people are excited about tea."

Radio spots in the first two stages of the campaign feature a radio announcer and a coffee lover, played by Stan Freberg.

"Take tea and see," the announcer intones pompously in the opening line of the current spot.

"You mean I can throw away my glasses" Freberg answers.

The song at the end of these spots misspells the brand name.

Purpose of the first phase of the campaign is to challenge apathy toward tea, Colpitts says.

A new campaign for Salada by Freberg, Ltd. is also being used by the company's Canadian Division. The campaign, which began with a spot about a meeting of the "Salada Board of Strategy," was developed after research by Freberg, Ltd. of the Canadian tea market. Salada's Canadian agency is Ronalds-Reynolds.

Mess Call for an Island

by
Tom Burrier

Harold Strand, northwest field representative for Folger's, had three main problems this September morn, and one of them concerned the cold salt water surrounding Whidbey Island that might have been setting for the famous picture.

The first was getting out of bed at four in the morning; the second, to set up tables, urns and Folger's display to serve several hundred hungry customers at seven aye em, as they drove to work. The third, and non-routine problem was evading and outwitting swarms of yellowjacket wasps who came uninvited to the kickoff breakfast for Payless Store's Manager's Sale at Oak Harbor, Washington.

"Just ignore 'em, they won't hurt you if they're not disturbed," Bob Blain, Payless owner advised Strand. About that time a yellowjacket buzzed Blain's forearm, reversed his field and sunk his shaft in a tender spot. Strand, Blain, and the other representatives resumed wild flailing at the winged pests.

Despite the annoyance, Strand served some 700 paper cups of piping hot Folger's coffee to a hungry lineup that included Civil Service workers, Navy enlisted men, school teachers and off-shift workers from the two nearby Navy Air Bases. Field representatives from Centennial Mills, Libby Frozen Foods and U & I Sugar joined to supply the balance of the breakfast.

Whidbey Island, in Washington's Puget Sound, is an ideal location for promotion of existing or new products, due to the divergent background of the consuming public.

In 1941, the U. S. Navy established twin air bases straddling Oak Harbor on the north end of fog-free Whidbey. Presently, there are 4,800 officers and men stationed at the twin bases. More than half have their families living here also.

Ault Field, the main base, is Pacific home of the Heavy Attack Squadrons, equipped with Douglas "Skywarrior" A3D attack bombers. These carrier-based planes, with top speed exceeding 700 knots, are our atom bomb carriers. Picked crews, officers and enlisted men, come to Ault Field for advanced training, usually for a six-month period. The squadrons then deploy aboard Pacific Fleet carriers for another six-month tour of duty in Alaska, Japan, or far Eastern waters. Base personnel is in a constant state of flux.

As a result, these men and their families are connois-

seurs of foods and household products from every corner of the world. They have been stationed almost everywhere; good, bad, and indifferent. They appreciate good foods. On flight pay, they can afford the best, and a high percentage are either commissioned officers or top rated enlisted men.



Harold Strand, Folger Company northwest field representative, prepared early to serve several hundred customers their breakfast coffee. The occasion was a "Managers Sale" at Payless independent food store at Oak Harbor, in Washington's Puget Sound.



Strand serves Mrs. Dorothy Neil, a customer, from his ingenious "do-it-yourself" coffee pot, made from a two-pound coffee tin and handle from a discarded percolator. Breakfast was served on the sidewalk outside Payless Store, and drew several hundred early rising customers at seven aye em.

Strand's unique "coffee" pot made a big hit with customers, and he went to great lengths describing the simplicity of its making. The "pot" is an empty two-pound Folger's coffee can, one edge bent into a spout shape. The handle is from an old percolator, bolted through the metal of the can. Strand poured from this pot after filling it from an electric urn, using "Folger" paper cups. Attractive "Folger" cutouts completed the advertising at his end of the serving tables.

A demonstration such as Strand's—he even held babies while their parents had breakfast—can make hundreds of new friends for any product. This is field representation at its best, and the friendly, folksy way Strand did it, using his ingenious coffee pot as a conversation piece, contributed hugely to Payless successful sale. Even the yellowjackets finally went away satisfied.

*Greetings of The Season
and
Best Wishes for The New Year*

COFFEE & TEA INDUSTRIES

COFFEE & TEA INDUSTRIES and The Flavor Field

An American Impression

(Continued from page 5)

be achieved. The main reasons for this situation were the use of soluble blends of all, if not high percentages of, Robusta, poor processing equipment and conditions. Often the better quality instants were the imported "private labels." In spite of this low quality condition of instant coffees, there is a definite growth pattern of soluble use. If the solubles were of better flavor quality, the market growth would be much accelerated. Since most plants are small, this also reflects in the reduced quality of the solubles.

Solubles consumption is the greatest, percent-wise, in the countries that have the least per capita coffee consumption. U. K. is reported to consume about 2/3 of its coffee imports as soluble coffee. The Scandinavian countries consume only a small percent of their coffee imports as soluble coffee.

The prices of soluble coffees are relatively high in Europe, commonly costing twice as much as in the U. S. A. and on the average much poorer in quality.

Solubles are mostly packaged in tin cans of 50 and 250 gram contents, although the introduction of Maxwell House in Jars has resulted in the use of jars by competitors in a few areas.

Many Private Labels

Nescafe is manufactured and sold in most European countries, and Maxwell House is now manufactured in England, Germany and France with distribution elsewhere. There are numerous private firm manufacturing soluble coffee and imported private label brands are common too. The majority of these plants have capacities of only about 50 to 100 Kg. soluble coffee per hour.

Most soluble plants except Nescafe and Maxwell House have been built and provided by Niro or IWK of Copenhagen, Denmark and Karlsruhe, W. Germany.

Decaffeinated and chicory-carbohydrate mixtures of soluble coffee enjoy some degree of popularity especially in Switzerland and Germany.

The growth of the European soluble coffee market is indicated by:

- a) Nescafe's new plant at Mainz near Frankfurt, Germany.
- b) Konsum's (co-operative grocery) new plant at Mannheim, Germany.
- c) General Foods expansion of the LEGAL soluble coffee plant near Paris.
- d) A new soluble coffee plant near Moscow, U. S. S. R.
- e) Yugoslavias bid for a new plant. Also interest in Italy and Portugal.
- f) Expansion of Nescafe and Maxwell House soluble coffee plants in U. K.
- g) The increasing use of "private labels."

Nescafe offers five types of soluble coffee in some European markets:

- a) **Regular** Nescafe.
- b) **Blend 37** at a premium price.
- c) **Espresso** roast and blend.
- d) **Decaffeinated** soluble coffee.
- e) Soluble coffee- **chicory-carbohydrate** mixture.

So-called aromatized instant coffees have not made an appearance on the European market as yet.

U.S. Standards Higher

The amount of quality control and the holding of physical properties of soluble coffees during manufacture in the plants visited were by U. S. standards somewhat lax and often covered by lesser trained and skilled personnel.

Many Ways to Purchase Coffee

Although the consumer can still buy green coffee beans in many retail stores and roast them at home, the majority of sales are for whole roast beans drawn from two cubic food glass bins or 250 gram paper bags. Some retailers have one bag or smaller roasters in the stores, but such demonstrative roasting is disappearing. The consumer is offered as many as twenty different types of roast coffees at as many prices. Such retailers usually only sell coffee and tea, but sometimes offer chocolate and liquor. These are specialty shops for beverages and foods that are not basic and possibly can be considered luxuries. Grinding is usually done at home, just before brewing. Brewing methods vary widely and nationally.

Due to the high cost of coffee, manual sorting of off-color and defective roast beans has been common. Currently electronic color or light reflectance machines have been used to displace manual labor and to select off-color roast beans more efficiently. Although, Germany leads in the use of such electronic bean sorters, lesser numbers of sorters are used in other countries.

Very little vacuum packed coffee is sold in Europe, perhaps 5 to 10% of all coffees sold. The Scandinavian countries lead in the sale of vacuum pack. But even here the Mylar/polyethylene laminated bag with CO₂ gas fill is the fastest growing, merchandising package. It affords protection of the ground coffee from air entrance for at least 6 weeks depending on storage circumstances. Further, only one or two grinds of coffee are prepared.

Due to the large amount of custom blending and roasting, the use of batch roasters is almost universal. Finland is reported to have two continuous roasters. One continous roaster has just been purchased for Holland.

In roaster's plants, surprisingly few round rotary cupping tables with spittoons were seen, and my impression was that cupping controls are less rigorous than in the U. S. A. The wide use of Robustas and Brazils over milds may reflect in a lesser necessity for tight cupping controls.

Rapid-American Corporation acquires Major Film Packaging Converter

The Cellu-Craft Division of Rapid-American Corporation today announced that it has acquired Bagphane Corporation, Flushing, N. Y., a leading designer, printer and converter of film foils and papers for the packaging industry. The terms of the agreement were undisclosed. Bagphane Corporation, which itself acquired the Transparent Film Division of Whiting-Patterson Co., Philadelphia, in July 1961, recently expanded its facilities with the addition of gravure printing to its present flexographic printing operation.

The 1962 Business Outlook and the Prospects for Packaging

by Raymond G. Fisher
Vice President—Marketing
Continental Can Company

The past 18 months have brought a complete turn-about in the direction of the economy. The first half of the period saw the completion of the mild adjustment touched off by the long and disruptive 1959 steel strike. Then things perked up. We are now in the ninth month of recovery from the recession low point of last February. The recovery so far has been good. Our nation's total production of goods and services is now running at a record rate of about \$540 billion. That's a gain of 8 percent since the first quarter of this year—about par for the course in a normal recovery from recession.

So far so good, but what about next year? If you follow these things, you have probably noted that we have now arrived at the point in recovery where the economists are getting a particularly wide range of forecasts from their crystal balls—all the way from super boom to an imminent recession. There is a real reason for it. Gains in the early months of a recovery are always dramatic as inventories are replenished and pipelines are refilled. But, at about this stage of recovery, there is frequently a pause. The slack has been taken up, so further gains must come from a solid expansion in demand.

In other words, we are now close to the point where consumers and business must spend more liberally if the recovery is to proceed. Will they do it? Let's examine the three alternatives—boom, normal prosperity, decline—to decide which is the most reasonable course.

It may seem like an oversimplification, but I think the mere fact that we have had a recovery at all, is enough to throw out the gloomy forecast that the recovery will peter out before it is full blown.

Omitting war years and the prolonged recovery from the great depression, we have had six growth periods in the past forty years. None of these expansions lasted less than twenty-one months. This means that even if the current expansion, which started in March, turns out to be a very short one, it will carry through next year. If this turns out to be an average expansion, it will carry at least through the first half of 1963.

This is not just mathematics I'm throwing at you. The point is: a business revival in the modern American economy has never run its course in a few months. In my opinion, if you expect a decline next year, you need a very special reason for it, like another long and major strike, or a sharp cutback in government spending, or a downright refusal of consumers to spend their growing incomes. Since I do not anticipate any such thing with the world in its present state, I expect the current expansion to continue at least as long as the average expansion in the past.

Major Spenders

If we are not going to have a bust next year, how good will things get? Let's take a look at the three major spenders in our economy—the consumer, the govern-

ment and business itself—to get an idea.

The consumer accounts for about two-thirds of all the spending in our economy. So far, you can't find signs that he is heading for boom-type spending. Quite the contrary; consumer spending has gone up—but not by much when you consider past recoveries—and when you consider that incomes have been gaining rapidly.

Nevertheless, I am confident that consumer spending will rise faster. Why do I expect it? Mostly, I suppose, because of a basic economic principle that I learned a long time ago. The principle is: "If you give the average American consumer a buck, it will burn a hole in his pocket."

If I'm right in this, we will soon see a real boost in spending for consumer goods across the board. It should be strong enough to underwrite normal growth for our economy right through 1962.

Now—shifting to business—spending there is rising cautiously. Let's look first at spending for inventories. We have had a sharp turnaround in business spending for inventories this year—from cutbacks in the first quarter of the year to a build-up in the second and third quarters. This turnaround has been an important factor in our recovery to date, but it has not been impressive by past standards. In spite of nine months of recovery, most businessmen are buying cautiously as a matter of policy. There are no indications that this policy will be basically changed, although steel inventories will be temporarily built up before wage negotiations begin.

Business spending for plant and equipment used to be the Jekyll and Hyde of the economy—first a boom then a bust. But look at it now. Business outlays for plant and equipment declined very little during the past recession—only 8 percent from the peak to the bottom. A 20 to 25 percent decline is not unusual. On the other hand, there has been no real upsurge now that the recession is over; no real boost for the economy. Nevertheless, business has the funds—and I believe it will spend them—to produce a further gain of perhaps 10 percent next year.

Finally: Let's look at the government, which now accounts for the purchase of about one-fifth of all goods and services. Last year, for the first time, federal, state and local governments together bought more than \$100 billion in goods and services. This year the figure will be about \$109 billion and next year they are likely to spend \$118 billion. That is an increase of 18 percent in two years.

These large increases in government spending have been the key item in the recovery so far. And government spending will provide a hefty boost again next year in spite of the current talk of budget balancing in Washington. But the likely government increases—like those foreseeable for consumer and business spending—are just large enough to create a nationwide boom of

the all-out type we saw earlier in the post-war period. If we are to get that kind of boom, business and, even more, the consumer will have to go much further into debt and otherwise overextend themselves, or government will have to raise expenditures at an even more rapid rate. Since I cannot recognize symptoms of that kind of spending in any of these areas—and am unwilling to forecast a real war for next year—I believe that 1962 will see a normal expansion into broad general prosperity.

General Prosperity

General prosperity in 1962 means a Gross National Product of about \$565 billion—up 9 percent from 1961—and a gain in industrial production of close to 12 percent. These are big figures. They represent new record high levels by wide margins. But for boom levels, with really full employment and all the rest, we would need another \$15 billion in GNP, or a year-to-year increase of close to 12 percent. We have no precedent for that kind of gain, except in all-out war.

What does general prosperity mean for the packaging industry? The best single guide is retail sales of packaged consumer nondurable goods—the key markets for packaging. Sales of food, drugs, apparel, liquor, and general merchandise represent the overwhelming bulk of retail sales of packaged goods. These key markets have grown very slowly the last two years. While the long-run average growth rate has been about 4 percent a year (excluding the effect of price changes), we will get just about half this, say 2 percent, in 1961. In fact, these markets have not done quite that well so far this year.

Nevertheless, I just don't believe, as I indicated earlier, that Americans will go on acting this way with incomes rising at a good pace. And it is more than faith that gives me confidence. I have history on my side as well. Back in the 1958 recession, retail sales of nondurable packaged goods gained only one percent. But they snapped back with a 6 percent gain when our economy recovered in 1959.

I don't expect quite this much of a jump in 1962. But I do expect a gain of over 5 percent in these key markets for packaged goods. That's a big year—considerably better than average, as it always is during the first full year following an economic recession.

Don't put that figure down in your mind as the gain in packaging demand. The 5 percent is the gain in the movement of packaged goods off retail shelves. In order to get down to demand for packaging itself, we have to take account of a key factor—inventory changes. As you know, inventories of packaging itself are rarely large, except for brief periods when customers stock up to protect against a threatened shortage or when they try to beat a price increase.

Inventories

Nevertheless, while inventories of packages themselves are normally small, inventories of packaged goods in the trade channels—from manufacturer through retailers—are large. And packaging industry sales, in the short run, are affected much more violently by a change in these inventories in trade channels than they are by the much slower changes in final demand by consumers.

In 1958, actual use of packaging rose slightly. But inventories of packaged goods in the trade channels

were reduced during the recession so that packaging suppliers were called on to supply less to our customers than the final retail markets actually absorbed. In the 1959 expansion, it worked the other way. We had prosperity, so inventories were rebuilt at the same time as actual consumption jumped. This shift from cutting inventories in 1958 to building inventories in 1959 added a net of \$200 million—or a full 2 percent—to shipments by the packaging industry that year.

This, of course, is the normal effect of inventory changes; they exaggerate the impact that any broad shift in the economic trend has on the supplier of basic materials like packaging. For 1962—a recovery year—this means that, even though tightly controlled, inventories in trade channels will increase again as the volume of business rises. This rise will be compounded by the accompanying rise in over-the-counter retail sales which I reviewed earlier.

6 Percent Gain

Taking into account both of those favorable factors, 1962 shipments of packaging will rise by about \$700 million, or 6 percent, and will total about \$12.5 billion for the year. This gain of 6 percent is well over average, but is what we can expect in a year of normal recovery to full prosperity. It is somewhat less than we had in exceptionally big years like 1955 and 1959.

Now let's look behind this total packaging gain of 6 percent. Where will it come from? All of the major lines of packaging will share in the expansion. As usual, however, some will do better than others. The types of packaging that were most adversely affected by the recent recession will show the biggest gains. By and large, this means the broad-based packaging lines that get involved in fluctuations in industrial as well as consumer activity.

Since almost half of all industrial packaging is paper, paper suffered most on the downturn and will gain the most on the rebound. That's the main reason why I expect growth of close to 7 percent for over-all paper packaging next year. Corrugated will show the big gain.

Outside paper, the fastest growth will go primarily to the newer types of packaging. The star will be plastic bottles, where I expect an increase of 50 percent in 1962 on top of a 50 percent gain in 1961. Including this boost, the plastic and flexible market as a whole should grow by about 15 percent next year.

In glass, the over-all rate of gain should be about 3.5 percent. Two major growth products will be non-returnable beverages and baby food.

The over-all growth for cans next year will run only about 2.5 percent. This is largely because it will be hard to beat this year's big fruit and vegetable packs by much in 1962. Most other canned products will increase normally except for soft drinks, where I expect shipments to gain more than 40 percent as the major bottlers continue to expand their distribution of this package.

I have been discussing the outlook in the United States. Prospects both for the economy and for packaging are much the same in Canada. There, too, we had a recession. It ended by the beginning of the second quarter of 1961, and we are now well into a recovery. Next year should see good growth. And in the rest of the world the outlook also is good.

MARKET REPORT from Hamburg

Quality again dearer and further price decline for common tea.

There is a continued feeling that the "pipelines" of supply are apparently empty. Otherwise there appears to be no reason for the still very lively autumn business—particularly in view of the statistical position. Buying is not for large quantities and certainly not on a speculative basis, but buying is regular and whenever possible for immediate delivery.

The tea market has no secrets and there are no hidden stocks, but still, the world market situation is rather peculiar. In this season up to now about 40 mill. kilos in excess of last year's crop have been produced. Statistical information is quick and dependable, but still, nobody seems to know really where this surplus has gone to. In Europe and on the overseas consumers' markets it is only statistics which have a depressing influence, but funnily enough not actual stocks.

The position is different on the production markets: in Calcutta, Colombo and perhaps also in Cochin price levels—for the first time since years—are lower than in Europe.

In CALCUTTA even considerable Russian buying does not help to overcome the slack tendency. The quality of North Indian rain's teas, approaching the close of the season, do not represent what consumers of Assam teas would like as their cup of tea for Christmas.

Until end of October 975,404 chests have been sold in the season 1961/62 in Calcutta at an average price of Rs. 5.21 per kilo = Rs. 2.36 per lb as compared with 843,231 chests at an average price of Rs. 5.81 per kilo = Rs. 2.63 per lb in the same period of last year.

Until end of October the North Indian crop amounted to: 1961—529.4 mill. lbs. 1960—461.6 mill. lbs. 1959—490.4 mill. lbs.

The average of the last three years until end of October was: 480.3 mill. lbs.

The larger production and the resulting price pressure have not been really felt yet as in the first part of the season both quality and prices could still be considered as normal.

In COLOMBO qualities are still interesting. The rains have already started in Ceylon, but these wet teas have not yet appeared in sale. Inferior qualities can be expected in the Colombo auctions in about three to four weeks time. At present Ceylon teas are still extremely cheap and offers are really tempting.

In COCHIN the cold, dry production period resulting in good qualities is now approaching.

INDONESIA alone still has part of her really good quality teas available as also October has been dry and made the production of fine teas possible to a larger extent than in many preceding years. However, what is the good of the finest teas if our Indonesian friends do not show samples of these teas.

ITALY is intending to change her monetary system in the same way as this has already been effected by France. 100 Lire (DM 0.64) are to become 1 new Lire (NL—?) and 100 new Lire are to represent 1 Scuda.

The Quotations:
The best of the season sh 7/- 1/2—sh 8/11 1/2
Fine quality sh 5/7 3/4—sh 6/9 1/2

Medium quality	sh	4/4	3/4—sh	5/4	3/4
Plain quality	sh	3/4	3/4—sh	4/1	3/4
1960						
sh	7/2	—sh	11/-	1/2	non available	
sh	6/3	1/2—sh	6/11	1/2	sh	6/2 1/4—7/9 1/4
sh	5/4	1/2—sh	6/-	1/2	sh	5/1 1/2—5/11 1/2
sh	3/11	1/2—sh	5/1	1/2	sh	4/13 /4—4/10 1/2
1959						
per lb cft NCP or New York						

Otis McAllister files bankruptcy

Otis McAllister & Company one of the largest importers of green coffee in the United States pleaded financial embarrassment in Federal Court November 10, 1961.

In a petition filed under Chapter XI of the Bankruptcy Act the company said it is presently unable to pay off \$20 million now due banks in San Francisco, New York and Santos, Brazil but claimed it could pay 100 per cent if the creditors were temporarily forestalled.

Otis McAllister president, J. B. S. Johnson, who signed the court petition, said the company has substantial inventories of perishable coffee and substantial orders which would allow the inventory to be converted into cash or accounts receivable. Johnson asked that the company be allowed to remain in full possession of its properties while it works out a plan to meet its obligations.

It was reported that John E. Carr, board chairman and J. B. S. Johnson Jr., president of the big coffee importing firm had resigned their positions a month previously.

The petition listed current assets of \$36.8 million.

Among the firm's creditors are Bank of America (\$7,030,255), Wells Fargo Bank American Trust (\$1,555,268), Chase Manhattan Bank (\$2,451,433), Empire Trust Co., New York (\$931,431), J. Henry Shroder Banking Corp., New York (\$1,853,265), The Bank of Brazil, Santos (\$6,355,000), and the Bank of the State of Sao Paulo (\$819,000). Other "miscellaneous and trade" creditors have claims of \$298,054.

Attorney Webster V. Clark said the company's financial difficulties stem in part from the general decline in the coffee market. He noted also that the firm lost \$2.25 million when Cuban premier Fidel Castro seized its Cuban properties.

Following the filing of the petition, Federal Judge Alfonso J. Zirpoli appointed C. E. Strobel as receiver. Mr. Strobel will take control of all assets and operate the firm under jurisdiction of the court.

"Coffee Break" part of Labor Contracts

"Coffee-break," or paid rest period provisions, were included in a fourth of the collective bargaining agreements negotiated in 1959, according to a report recently issued by the Bureau of Labor Statistics, United States Department of Labor.

The provisions, which were included in 1,678 agreements affecting 7.5 million workers, or somewhat less than half of all workers estimated to be under agreement in the United States, exclusive of railroad and airline agreements, generally specified two rest periods ranging from five to 20 minutes in duration.

In about two-thirds of these agreements the rest period allowance was extended to all employees in the bargaining unit. In the balance coverage was limited to special groups of workers, primarily women.

H. de Sola é Hijos

San Salvador

El Salvador, C. A.

Established 1896

Exporters of El Salvador Coffee

Extend Holiday Greetings to the Entire Coffee Trade



De Sola & Cía

Guatemala

Guatemala, C. A.

Established 1940

Exporters of Guatemala Coffee

Extend Holiday Greetings to the Entire Coffee Trade



Cia de Cafe de Sola, S. A.

San Pedro Sula

Honduras

Established 1955

Exporters of Honduras Coffee

Extend Holiday Greetings to the Entire Coffee Trade

Excerpts from a speech on

"Packaging"

by
James D. North
Vice President
General Foods Corporation
at the GMA Annual Meeting
Waldorf-Astoria

The fact that Congressional Hearings have been held and continue on packaging clearly indicates it is vital to this nation. Such methods of creating public awareness enable us to explain to consumers just why we package in the ways that we do.

Food products are packaged with the consumer in mind. The packager worth his salt realizes that his objective—to satisfy and serve consumer demands—provides him with a constantly moving target. This keeps packaging the dynamic business it is, and makes it a fitting partner for the other aspects of marketing.

I'm sure you recall when the scale was the most used item in the grocery store . . . It intrigued me as a milestone in the history of marketing. I pulled a dictionary down off the shelf and looked up the word scale. Here's what I found: First, that a scale is a weighing machine. Secondly, however, a scale is "that which evaluates or determines alternatives!"

Year ago, the scale was used to evaluate most grocery store purchases. A customer would ask for a chunk or double handful of something displayed in a tub or barrel, and would decide just how much she wanted after she saw the naked product on the scale. In her mind's eye, she would determine while looking at the scale, just how many people she could feed with that purchase, and whether it was enough, or not quite enough.

This was the period in which, for the most part, the package followed the purchase. The food was packaged only after the decision to purchase had been made by a consumer who could see the product right before her eyes.

Well, maybe those were the good old days—but they hardly fit into today's pace of living and the scientific advances protecting the foods we eat from contamination during growing, processing, packaging and distribution.

Our complete acceptance of such advances is just one example of the many factors which keep the consumer an ever-moving target. In order to keep his objective—the consumer—sharply in focus, the food manufacturer and packager must be responsive to the buying habits and attitudes of the consumer. Staying abreast of these developments frequently requires positive changes to keep product and package up-to-date in every way.

The gal who is making the buying decision is a very professional, knowledgeable, sophisticated shopper. She makes her decision swiftly because, whether or not she is a working housewife, her time is profitably spent in a great number of activities, in addition to grocery shopping.

The basic elements of her buying decision are very much the same as those of her mother and grandmother. She has learned to appreciate and critically evaluate the built-in features of convenience, in both product and package, unknown to past generations.

The one really big difference is that packaging has hidden the raw product she used to see on the grocer's

scale. To make the same decision, she must look to the package for the answers to the age-old questions:

- What is the product?
- How many will it serve?
- What does it cost?

Today's consumer is strongly articulate—in making known just what she seeks. This has become evident during the recent hearings.

We had better admit that the housewife knows what she expects from packaging . . . and she knows how to focus attention on her demands. My own observations convince me, that beautiful design for design's sake is not so important as the useful information she wants and needs. To give it to our consumers, clearly and prominently stated in simple terms, is a marketing must.

The consumer, herself, has proven many packaging designers were not on target when, it was thought proper to "clean up" the label and relegate to the back panel and in inconspicuous type face such useful information as service copy, preparation instructions, recipes, etc., because it "cluttered up" the package label.

The package and not the product sitting on the scale is now our means of communicating at the point of sale. The package **must** communicate quickly and effectively . . . at a glance.

There was a time when the manufacturer thought of two things when it came to packaging: **manufacturing problems, and consumer appeal.**

Today, an equally important third consideration gets his attention . . . the needs of the trade.

The consumer message on the primary package is wasted if the package does not get to the shelf. With the increasingly keen competition caused by 8,000 items vying for exposure, and profit margins of our customers shrinking, we must recognize an obligation to help increase the efficiency of their operation wherever it is affordable for us to do so.

Today's packaging and shipping case dimensions just don't happen. We at General Foods are convinced that here is great opportunity for accomplishment. Our men field study warehousing and handling problems of our customers. Good cooperation has enabled us to redesign packages and shipping cases so they palletize efficiently and improve our relations with customers.

Responsive packagers are demonstrating their awareness of the intense competition for and value of the shelf space. Their packages are being designed to fit on standard gondola shelves, to stack well and fit into a shipping container that opens easily and palletizes efficiently.

Now, not a new concept, but one getting increased attention is compact packaging. Yet, as far back as the space-saving square bottle or carton, we were witnessing compact packaging. The reason is competition for space: space in the home refrigerator, display space in the supermarket case, warehousing space. We consider that we deal with four crowded communities. The supermarket, the warehouse, the kitchen cupboard and the refrigerator . . . all over-populated. Something has to give—either the number of items, the quantity or the space occupied.

For just a minute, take a look at claims of deceptive packing practices. Packaging's purpose is to protect the item and to identify the product. If there are attempts to deceive, the packager is not being very realistic, and they should be changed.

(Continued on page 24)

Season's Greetings

and

Best Wishes

for a

Happy New Year



F. W. Ehrhard & Co.

New York



Merry Christmas

BALZAC BROS. & COMPANY, INC.

Quality

Coffee Importers

82 Beaver Street, New York



**Christmas Greetings
and best wishes for
the New Year**

ARNOLD, DORR & CO., INC.

105 FRONT STREET

NEW YORK

Duncan Coffee Sets Open House

The Duncan Coffee Co. of Houston, one of the world's largest processors of coffee, dedicated its \$3 million plant at 7105 Katy Rd. at 10 a.m. Thursday, according to Charles W. Duncan, Jr., president.

Public tours were held from 9 a.m. to 5 p.m. Saturday and from 2 to 5 p.m. Sunday.

Acting as hostess was Elsa Rosborough, known for her role as "Miss Maryland Club" in magazine and television advertising of Maryland Club Coffee.

Coffee, hot chocolate and punch were served to visitors.

A handsome five-piece silver-plated coffee and tea service with matching tray was awarded to a lucky visitor. Each visitor was invited to register for the prize, the winner of which was selected by an electronic tabulating machine.

The new plant, located on a 26-acre tract in one of Houston's newest industrial districts was built by Harvey Construction Co. for owner Gerald D. Hines, who leased it to Duncan Coffee.

It was designed by Neuhaus & Taylor, A.I.A. architects.

The facilities consist of three separate units: a 16,000 square-foot office building, a 163,500 square-foot plant and warehouse and a 10,500 square-foot shop and garage.

Packaging

(Continued from page 22)

We should recognize and set straight the public's lack of understanding of why there is a wide variety of sizes and shapes. Convenience features built into packaging to give added value, frequently result in packages unusual in physical appearance.

Often, this is because people overlook packaging's role in providing and protecting that extra, the convenience feature.

The cost of new product development, including the packaging considerations, is becoming astronomical. A truly new product is hard to come by. Many are the outgrowth of developments which require particular attention be paid to product protection. Freeze dried products, for example, are sensitive to oxygen as are many other low moisture products.

Certain forms require special packaging materials to insure consistently high quality protection during distribution. The technical package requirements result in a form—that may appear strange to the consumer. For marketing considerations like effective shelf stacking and good labeling, these pouches are packaged in a paper-board carton. The box shape does not conform to that of the item. No deception is intended or involved.

In the category of strictly convenience products, as mixes, we sometimes hear reference made to the odd weights that appear on the packages. This, is not an accident, and certainly is not deception. These products are designed to produce a certain yield. This built-in portion control is still another example of a plus for the busy housewife. The package tells her, quickly, the number of servings provided by one package.

Yet, in providing such uniform yield of product as a service to the consumer, we are faced with "odd net weights" because of the slightly varying densities of the product formulations. "Make-so-much" or "yield" products must frequently come in odd weights. The label should tell the consumer what she seeks, the yield!

Still another example—is prominently demonstrated on my wife's spice shelf. A quick scan along the neat, orderly line-up of spices reveal net contents of not only one, two, three and even five ounces, but also one-half, one-quarter, one and seven-eighths, and other so-called off fractions—all in the same size jars. The reason, of course, is that spices are of varying densities, and that economies of package costs, as well as attractive orderliness on the home spice shelf as well as in the supermarket are attained by use of a uniform package. This situation is preferable to insisting that each package be tailored to fit.

Packaging's purpose is to sell the product at the point of purchase by reaching and serving the shopper. And its prime function is to protect the quality of the product which no longer is evaluated and purchased in its naked form on the grocer's scale.

We must make sure that our packages exemplify the advances in the packaging industry and serve, efficiently, the technical product development, improvement and production advances of our own industry.

Excerpts from a speech on

"What Consumers Like"

Alma Lach, Cordon Bleu
Food editor, Chicago Sun-Times
GMA Annual Meeting, Waldorf Astoria

Let me gently shock you with the brash statement that from where I sit it seems to me, and thanks to you, the American homemaker has never had it so good.

First of all, there is nothing our grandmothers, or our mothers made that we cannot make better. We have all the ingredients they had, and more. We have equipment that far surpasses theirs and we have recipes that have been so perfected that any child who can read, has no trouble cooking from them.

Talking with the modern day Homemaker, she has few real complaints to make to the food industry. True, there may be some isolated cases for criticism, but in time, *we hope*, these will be corrected. A few angry housewives may help to hasten change, but since we have no way of knowing whether they do or not, it's a bit difficult to judge whether they are forces for the better or for the worse.

Today we look, in a constructive way, at what Mrs. Homemaker has reported she would like from the industry and appraise it.

The young homemaker does not want what her mother had, or what her grandmother had. What she wants are more convenience foods of the type that give her the satisfaction of feeding her family balanced and interesting meals . . . at the same time giving her more individual freedom. She wants to spend a minimum of time and effort in the kitchen, yet produce the same satisfying meals that her mother and her grandmother served.

Freedom is very necessary for the young Homemaker. She is a better educated person and better trained than either mother or grandmother. She has more children. She is active in community affairs and frequently is a working mother. To her, convenience foods are more of a necessity than a convenience.

She not only wants more new convenience foods but she wants to know more than one way to use the same product. For instance—she is happy to learn that the dehydrated onion soup mix on her pantry shelf can be turned into a cocktail dip as well as eaten as a soup course, or used as a sauce in a casserole of green beans.

Recipes on Packages

She loves recipes on packages, and fortunately for the industry she cannot get enough of them. It might be of interest to you to learn that few homemakers own cookbooks. My phone calls run about 150 a week and I would say that perhaps 25 of these women who call have give-away recipe cookbooks, and the rest do not own a bought cookbook. Therefore these women depend upon you for recipes on the packages when they buy your product. When your recipes work for her, you have made a friend for life. Since recipes are important to her, let me bring you her suggestions as to how you might help her more.

First of all she would like the recipes placed on the back of the box, or package, and not on the narrow sides, because these are too hard to read. And she would like the ingredients written in big numbers and in black ink.

She would also like to have the recipe ingredients written in fractions of $\frac{1}{4}$, $\frac{1}{2}$ and $\frac{3}{4}$ and not in $\frac{1}{3}$ and $\frac{2}{3}$. It is very difficult, they report, with bifocals to distinguish between $\frac{1}{3}$ and $\frac{1}{8}$ and then too the $\frac{1}{3}$ mark on a glass measuring cup is often hard to find and to read.

Let's go a little further into the $\frac{1}{3}$ measurement, because there is more to the complaint than meets the eye.

Recipes written in fourths are clearly more acceptable
(Continued on page 26)



Sincere

Holiday

Greetings

MARCELLINO MARTINS FILHO EXPORTADORA S. A.

Formerly

MARCELLINO MARTINS FILHO & CIA.

Established 1920

Brazilian Coffee Exporters

Rio de Janeiro

To all our friends
A VERY MERRY CHRISTMAS
and
A SUCCESSFUL NEW YEAR



THE GREAT ATLANTIC & PACIFIC TEA CO., INC.

Represented in

BRAZIL and COLOMBIA by the AMERICAN COFFEE CORP.

What Consumers Like

(Continued from page 24)

to the homemaker than thirds. After all the consumer thinks in terms of a quarter of an hour, quarter of a mile, quarter of a dollar, a half-dollar and she has measuring spoons in $\frac{1}{4}$, $\frac{1}{2}$, etc., but she does not have spoons to measure thirds.

The consumer is conditioned, by practice to think mainly in terms of fourths. Therefore, housewives will more readily cook from recipes that use fourth measurements. A measuring cup is 8-ounces, so it would make good sense to work in multiples of twos and not in threes when you write recipes.

The theory was tested in my lectures at the University of Chicago. By offering the class the same chocolate cake recipe, one written in fourths and the other in thirds, it was astonishing to find the students passed-up the $\frac{1}{3}$ recipes and chose the recipe written in $\frac{1}{4}$ measurements.

Practically all recipes now published in the Chicago Sun-Times are written in quarter measurements. We are firmly convinced that this is why our readers find the recipes easy to follow, and are successful in duplicating and cooking from them.

Mrs. Homemaker also likes pictures of the finished product on the packages. And the majority of the women interviewed felt their cakes and cookies looked like the pictures on the box. They had difficulty duplicating the pictures of meat products, candy and pies in their own kitchens.

The Consumer also wants more one-dish meals, or casserole dinners. She wants more foreign foods packaged at a reasonable price so she can serve her family an unusual dinner on special occasions. Some food editors feel that a palatable frozen diet dinner might now be readily accepted in American homes, if it is low in cost.

What Does The Consumer Think About Packaging?

On this subject she is always thinking, and always complaining. And often without knowing all of the problems involved. But after my exposure to Mrs. Homemaker on this subject of packaging I wonder if you shouldn't just stop asking her for her likes and dislikes in packaging. You not only have her to please, yourselves to please, but you must please the store manager or your product will never get on the shelves to be sold.

Let's examine the most frequent complaint that comes to us. And that is the problem of opening the coffee can. Basically it's very simple. Just by rolling the can in one direction and the key in the other the tape comes off without difficulty—but not for Mrs. Homemaker. They report the key is too small, the tape runs off the track, or it comes off the key, etc.

And when they do get the can open the coffee spills out on the kitchen table, or counter. And this is messy and must be wiped up, and it is a loss of coffee. All of these complaints are true. But if you reduce the quantity in the coffee can, or if you make the can larger so there is head space, Mrs. Homemaker will then probably complain she isn't getting a full pound.

And then we have the housewife who feeds her dog on the lid of the coffee can and the sharp edge cuts his tongue and she would like you to correct this, but then the woman who cuts her pastry dough with the lid to make tart shells likes it for its sharp edge and

perfect size, so if you change it she'll be angry. So you can't please them all—so do the best job you can do, and forget about it.

From where I sit it seems to me that the criticism of food packaging by homemakers is something the industry has brought upon itself. You have made the housewife complaint conscious. If you ask her counsel or to think about a product, she is challenged to find something to criticize or to complain about. You probably wouldn't ask her if you were completely confident in the package.

The fact the industry gives the homemaker a new package for an old one she has complained about, does not necessarily mean there won't be complaints about the new package. All that has happened is that you have made a change, maybe for the better, maybe for the worse.

Let me remind you of the story of the ketchup bottle. For years consumers wanted a bottle that would pour easily, and so the industry produced one, then the eating public decided they rather liked the struggle with the ketchup bottle and so industry was forced to restore the skinny-necked bottle and the battle of the bottle continues.

The problem of packaging is an individual one. While Homemakers may think they prefer one type of a package to another, and would like to see it used on more products, it doesn't necessarily mean it is possible. The Homemakers may think they prefer one type of a package to the individual products to be packaged.

QUANTITY AND COST— or Products vs. Inflation

What is the best policy to follow when the cost of producing the product is increased. Is it best to,

1. Maintain the quantity and increase the price,
2. Maintain the price and reduce the quantity, or
3. Increase both the quantity and the price?

Those interviewed felt—by a large majority—that packages which claimed to feed 4, or 4 servings, would more adequately feed only 2 or possibly 3.

How much a recipe will serve is a difficult problem. What is a serving to one person is not to another—and then, too, the problem of, do you allow for small second helpings?

Maybe one way to solve this problem is to make the servings larger and the prices higher. It is not enough to base packaged products on the daily minimum requirements since most modern families live far above the subsistence level. This daily minimum requirement may be all that is needed for good health, but it is not all that is needed for happy living. Most of us are reluctant to accept rations.

The manufacturer might well ask, "if we don't use this basic yard stick, on what then can we base the quantity per package?" This is difficult to answer. Perhaps the daily minimum requirement plus twenty per cent might be a place to start, at least it would be a little more realistic. But certainly this is a problem the consumer would like attended to.

Most of the homemakers interviewed felt they would rather pay \$1.69 for a package and have it really serve 4 than to pay .89 cents for a package that says feeds 4 when it only adequately serves 2.

(Continued on page 28)

Christmas Greetings

BEST WISHES FOR THE NEW YEAR

from

JUSTO F. FERNANDEZ

Finca "Las Animas"

Coffee Planter & Exporter

Grower of the highly appreciated
Top Quality Coffee



Juarez 35

Jalapa Ver. Mexico

Phone 22-47



**Seasons
Greetings
to All from**

S. A. SCHONBRUNN & CO., INC.
COFFEES AND TEAS

Grand and Ruby Avenue

Palisades Park, N. J.

**Sincere
Holiday
Greetings**

HAAS BROTHERS

230 California St.

San Francisco 11, Calif.

Since 1851

**Best Wishes
to the Coffee Industry
for a Merry Christmas
and a very
successful New Year**

from

SCHOLTZ & CO.

What Consumers Like

(Continued from page 26)

As an industry the Homemaker recognizes that you are doing the greatest job that has ever been done. In bringing her convenience foods with a wide variety to choose from you make her life easy and you give her more freedom from the kitchen.

She also knows she is free to bring her problems and complaints to you, and that you will study them and try to improve the situation.

Excerpts From a speech on

"What Consumers Like"

Mrs. Helen Britt
Director of Home Economics
The Nestle Company, Inc.
at the GMA Annual Meeting
Waldorf Astoria

The person we refer to as "the average consumer" isn't a person at all, but 180 million persons; and they all insist on having individual tastes. Some of them like steak; but others prefer fish, and some are vegetarians. The man who said "it's differences of opinion that make horse races" should have looked in on the food business. We deal with 180 million differences of opinion a day. Furthermore, most don't want the same thing every night or too often.

One thing we do know for sure is that **no one** product or one package will please everybody. Not only is there a different market for each product; there also is a different market for each package of each product.

Most mornings, industry home economists all over the country can count on the mail containing a letter or two from a homemaker who has tried out a new product, or a new package of an old product. She wants to know, for example, why the new, large, economy-size of a product wasn't filled to the top of the box. So we explain the packaging process; pointing out that as it is filled the package is shaken down and agitated on special machines . . . that it is shaken and agitated some more in its travel from the factory to the store . . . suggesting that she try for herself dumping the contents out on a piece of paper and trying to get it all back in the box . . . which we know she cannot, because she has no mechanical agitators around the house.

In the time it takes to write the letter we could have worked out a new recipe; but we know the time has been well spent if it means just one more satisfied consumer. Just one more satisfied consumer out of 180 million is an important plus.

To those outside the food business, it might appear to be an insoluble problem; and that best we simply hand every man a gun and tell him to go out and shoot his own dinner. Fortunately, we do have solutions, which have been evolving since the days when you had to shoot your own dinner or go hungry.

First is market research, which tells us about changing patterns of consumption, and points directions towards new markets and new products.

Second is technological research, which seeks new methods of growing and processing food to make it attractive, nutritious, and more economical.

Third is product development, where we constantly look for new foods and new concepts to satisfy changing consumer tastes.

But our market research, our technological research and our product development mean nothing unless our

market testing tells us that our new products fill a sufficiently wide-spread need to make them potentially profitable. Market testing includes a number of steps of which the consumer is totally unaware. Experienced home economists try the new product in test kitchens. If it passes, it goes to consumer panels consisting of women who try it in their own homes. If they approve, it may then be placed on the shelves of a limited number of stores in a limited number of areas. And if sufficient women buy, it is ready for more general distribution.

Let me give you a specific example from the experience of Company "A," a well established name which was contemplating a brand new idea quite removed from its familiar line. Several important questions had to be answered; such as the potential scope of the market, repeat use, and major dislike for existing brands in the market. To get these answers, a sampling of 5,000 housewives from all sections of the country, in varying market situations was made. In addition, several separate consumer studies were carefully conducted, all projected to finding out exactly what most consumers **liked** and did not **like** about the existing products in the market. When Company A's new product was finally developed, extensive product testing, using blind samples, was done to check against competition for container preference and product performance. Thousands of consumers, in varying market situations, were used for this thorough sampling of consumer reaction. And only then, when definite assurance of consumer satisfaction had been proved, was a full scale selling program initiated. As of the present moment, I understand the "baby" is doing very nicely.

All of our efforts, in short, are directed to one goal: to give people what they want to eat. The consumer is the one object of all our activities. It is the most important function of top management to interpret the consumer's desires in new and improved products and to tell the consumer how we are going about it through advertising, publicity, promotion, and package labels.

Sizes of packages, for example, are not a matter of whim, but the result of a great deal of expensive research. We have to take into account families of different sizes: the larger unit—with young children; the rapidly growing group of senior citizens; the live-aloners—**young career girls—widows and widowers**. All want different amounts. Size of packages also are contingent on shelf space in both stores and home kitchens, which dictate height and thickness; and on the shelf life of the product.

Since people are eating more and better than ever before, it would appear that we are successfully meeting the consumer's desire, otherwise the consumer would put us out of business by refusing to buy what we are selling.

But in specific terms of any given new product, we can make no such claim. When we have gone through all the steps of research, development, testing, and interpretation—when we have put into a new product all the nutrition, taste, and economy appeal we can devise—we put the new product on grocery shelves knowing that it still has only a 25 to one chance (or less) of being successful. The human being remains unpredictable, for all of our scientific efforts. Wouldn't life be dull otherwise?

(Continued on page 39)

Storage of Green Coffee

by C. P. NATARAJAN and S. K. MAJUMDAR

In the introductory talk, Shri C. P. Natarajan, after tracing the origin of the problem of coffee storage, specially of Plantation A during monsoonic weather, stressed the role of initial moisture and temperature of storage on the changes in color of green coffee. The critical moisture above which the color changes in Plantation coffee is accelerated was reported to 9.5 per cent. The bleaching of the color is significantly accelerated at moisture levels higher than 10 per cent during storage as temperature also plays a critical role in bleaching. Besides loss of color, the roasting loss is also correspondingly more in coffee with higher moisture content.

Changes brought about by the moisture in green coffee on the quality of coffee were discussed on the basis of results obtained on reflectance values, densities, cup qualities and roasting losses in the samples stored in Mysore, Kushalnagar, Chickmagalur and in coastal warehouses. He then narrated the various methods that could be adopted for the storage of green coffee without moisture absorption by the beans, such as storage in airtight structures in bulk or in bags, use of polyethylene laminated jute bags, application of 'polyethylene balloon' technique and storage in air-conditioned rooms.

Shri Majumdar then dealt with the experimental aspects of studies carried out in Tellicherry, Mangalore, Coimbatore and Mysore. The micro-organisms isolated from coffee samples were catalogued. The role of these organisms in bleaching was not yet clearly understood as it was extremely difficult to specifically arrest their activities without bringing about changes in the color constituents and chemical composition of the beans. Results on the following studies were discussed in detail by him.

(I) bulk storage in out-door cement concrete silo (II) bulk storage in in-door cement concrete silo and in metallic bins (III) studies on the various materials for air-tight storage of coffee and (IV) bag storage in 'polyethylene balloon' using 100 baglots.

The main problems in bulk storage were: keeping the initial moisture at as low a level as possible (9 to 9.5 per cent), preventing fluctuations in outside and inside temperatures and checking the development of high moisture pockets inside the bulk and checking caking of material on the sides and bottom as a result of fungal growth.

The results of the studies indicated that due to wide fluctuation in the atmospheric temperature, moisture migration and its condensation in the peripheral aspect of the coffee bulk in out-door cement concrete bins, it proved to be unsuitable for storage of green coffee. In-door bins, on the other hand, did not show such a deterioration in color as the moisture migration and condensation did not give rise to steep moisture gradient in coffee bulk.

He then presented data obtained on the changes in moisture content, weight/volume ratio, microbial load, color values, chlorogenic acid, caffeine, total nitrogen and cup quality of Plantation coffee stored in different containers such as gunny bags, polyethylene lined bags, polyethylene bags of 200, 250 and 400 gauges, glass bottles, earthen jars, kraft paper, tar-coated paper, Vinit cloth, wooden boxes and tins under different conditions of temperature and relative humidity, in Mysore, Tellicherry,

Mangalore and Coimbatore. Polyethylene films of 250 gauge and above were found to be satisfactory for preventing the moisture absorption from humid atmosphere. Storage in laminated bags had certain drawbacks like the difficulty in ensuring air-tightness in individual bags, possibility of faults developing as a result of shearing and abrasions and other handling hazards. Studies are in progress in collaboration with Packaging Division for developing suitable laminated bags for large scale storage and handling of coffee beans during monsoon weather.

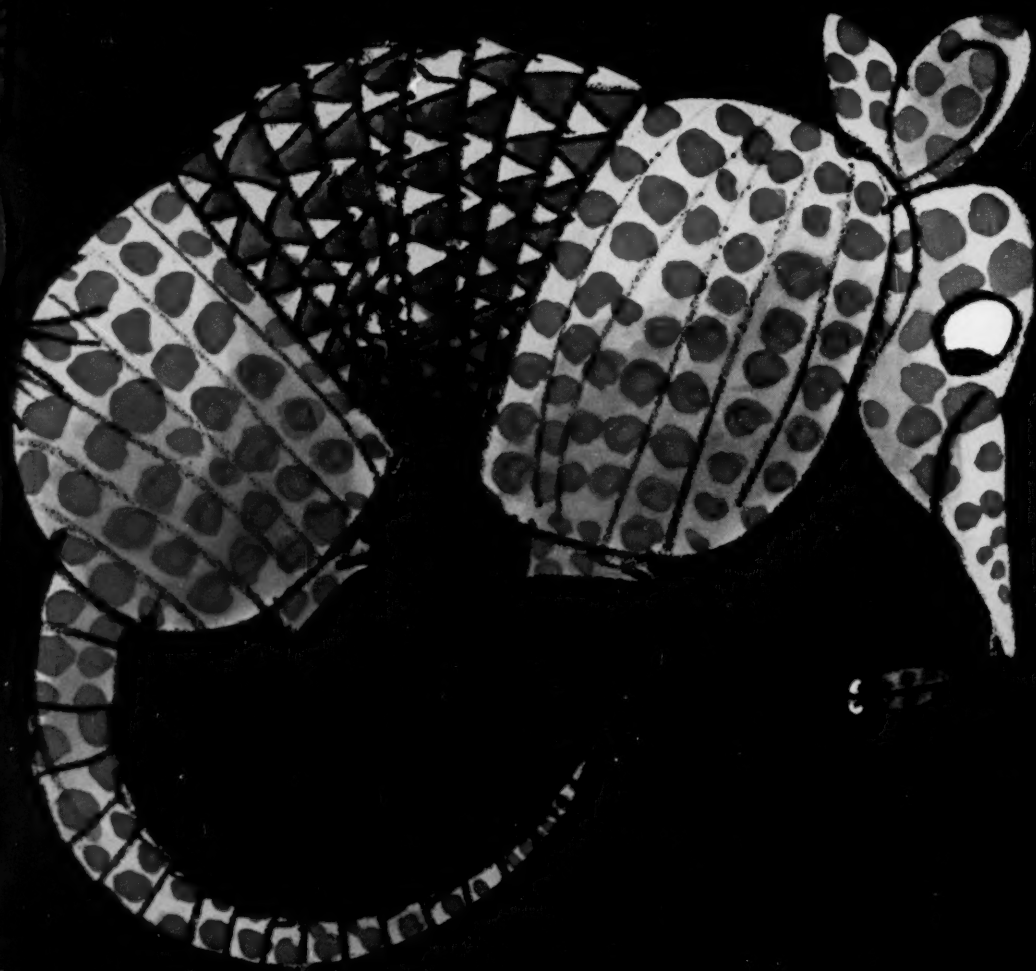
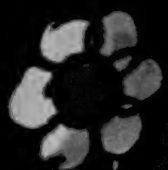
He concluded by describing the 'ballooning technique' which mainly consists in the use of polyethylene films of 250-300 gauge to cover the coffee bag stack and ensuring air-tightness by sealing the seams and making the structure rodent-proof by 6-8 mesh wire netting and insect-proof by spraying with a Lindane-DDT oil-based composition. Before ballooning, the sack is made insect-free by fumigation if the bags or coffee carried infestations. He also described the field studies conducted in Mangalore and Tellicherry during the last two seasons using about 100 bag lots. The results showed that plantation coffee kept well without change in moisture and color from April to November, the period during which the coffee was stored. These stocks of coffee were found to have stored even better than corresponding lots stored in a dry place like Coimbatore.

Storage of coffee by the 'balloon process' was considered to be economical. By adopting this process, the Coffee Board can save considerable money which it now spends in transporting all the plantation coffee during monsoon to the interior at a rate of Rs 60 per ton. The cost of the balloon technique is about Rs 12 per ton in non-terraced buildings and Rs 6 per ton in terraced buildings.

The points raised in the discussion covered: the effect of moisture increase on temperature development inside the bags, difficulties of obtaining a narrow moisture range for the storage of coffee, time required for the bleaching of coffee at a particular moisture level, problem of moisture pick-up during the export of coffee in ships, economics of storing coffee in air-conditioned chambers, effect of fumigation on cup-quality of coffee, loss of residual fumigant during roasting, equilibrium R.H. at different temperatures of storage, method of determining the R.H. in the center of the bin, possibility of using insulated bins or underground storage in view of the role of temperature, etc.

Winding up the discussion, the President said that the results now obtained were interesting and could be applied in practice. A fair amount of microbial infection does get in as a result of fermentation of the coffee berries during processing. Insect infestation might also come into the picture during storage. He emphasized the need for studying the effect of some method of sterilizing the coffee beans and then storing them without deterioration. The temperature rise inside the bags might also cause considerable damage. Problems relating to the storage of cherry coffee also need to be extensively studied. In conclusion, he referred to the feasibility of using some permissible colors on the bleached green coffee.

—Reprinted Food Science, CFTRI



The Perfect Container doesn't just Happen!

WISE Armadillos seldom lose out on the field of battle. They just pick smaller opponents! And, when the odds are against them—they rely on the “suit of armor” nature thoughtfully provided. Another case of a container—that does what it's supposed to do . . . best!



Vacuum pack . . . a forever-fresh sales approach!

In the grocery field, Canco's Vacuum-Pack Coffee Can illustrates a container that does what it's supposed to do . . . best! Vacuum sealing pioneered by Canco keeps the product's fresh flavor in by keeping air out. The improved self-tracking tear strip is easiest to wind . . . wins new customers and the rewards of repeat business.

To help boost your sales and profits, put Canco's aggressive team of research, manufacturing, and marketing experts to work for your products.

GREAT CONTAINER IDEAS COME FROM



CANCO DIVISION

AMERICAN CAN COMPANY

WHAT EVERY BUSINESS NEEDS

What does every business need? Is it excellent products at competitive prices? experienced salesmen working under a top-level managerial staff? A string of A's at the head of a Dun and Bradstreet report?

Sure, these things are important. But let's face it . . . you won't get very far in any business without an enigmatic element known as **goodwill**!

Lawyers have spent years trying to define it. Corporate controllers have developed ulcers trying to put a price on it. But goodwill is not something that can be pin-pointed on a balance sheet. Goodwill is too intangible. Either it's there or it isn't.

Actually the secret lies not in trying to draw a picture of the enigma. The secret lies in making certain that your business has this all-important ingredient of success. It's easy to do. The key to building goodwill: doing **more** than just enough to show customers you truly appreciate their patronage.

Respect and concern for the customer are revealed in dozens of ways . . . by yourself, by every one of your employees who has any contact with the public.

How does your switchboard operator or secretary impress the man who tries to reach you by phone? Is her voice pleasant, her attitude intelligent and courteous? If you are unavailable, will she take a message accurately . . . deliver it promptly?



Another common contact—mail. Organization and self-discipline will allow you time to answer all important mail personally . . . reroute routine inquiries.

It isn't only the things you write . . . and your promptness . . . that count. The **appearance** of every letter represents your attitude toward the customer. Do you use quality stationery? Are letters well-typed, free of spelling or punctuation errors? Men with organizational genius are now always adept at **composing letters** . . . but it is worth while to find a secretary whose great talent is The Perfect Letter!

After phone calls and mail, the next important form of personal contact to consider is the business call.

If you expect a visit from the customer, be ready to receive him. Clear your desk—and your mind—of other matters during the interview. His time is valuable, too. He will be annoyed rather than impressed if you permit telephone interruptions, dealings with secretary or mail boy, or idle chatter to disrupt his planned presentation.

Use the same courtesy when you make a business call. Be on time. Adapt your approach to the mood of the other man. Get directly to the subject you came to discuss. Have all the necessary literature and statistics with you for reference. When unpreparedness forces you to use the phone to call your office, customer goodwill drops

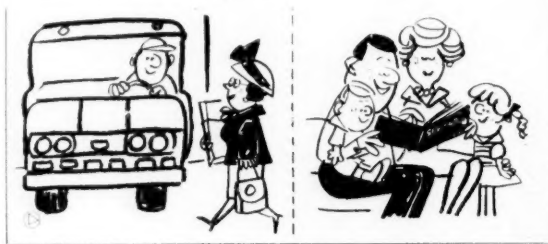
a sizeable notch.

No need to upset yourself, though over occasional setbacks . . . if you're honestly trying to do your best. You're no more than human. Sometimes the super-efficient man is less appealing than the fellow who admits to a fumble now and again. When you've been in the wrong, double your efforts at courtesy and service . . . and maybe smooth the path to future dealings with a small "Thank You" remembrance.

Few businessmen realize how large a part "business gifts" can play in fostering goodwill . . . if properly handled!

Far too many executives, noted for imaginative dealings in the conference room, seem to lose interest when it's time to choose a gift for their business associates. The solution too often has been a last-minute order for ball pens . . . monogrammed appointment books . . . some item the boss figures anybody can use.

His calculation is way off.



The secret of complete satisfaction lies in leaving the choice of the gift up to the person who will use it. Such a plan offers the donor an initial choice among several groups, each illustrating about a dozen gifts in **one** price range. He names the amount he wants to spend . . . and orders that particular gift booklet mailed to his gift list. Fringe benefit: it's impossible to exceed your budget when you use this system!

Companies concerned about maintaining **employee goodwill** as well as good customer relations also find modern choose-your-own-gift programs ideal.

The selective gift plan has grown so fast that there are now several hundred selective gift companies throughout the country. More information can be obtained from The Selective Gift Institute, Lansdowne, Pennsylvania.

A new year is often the best time to start clearly defined programs for boosting the public's goodwill toward your company.

The tone of your advertising might be improved. Your "complaint department" might need a lesson in handling criticism as graciously as they would compliments! Fresh paint or rearrangement of furniture in your reception room counts heavily toward the impression made on customers.

One firm inaugurated a safety and courtesy campaign for their truck drivers . . . and let the public know about it. Another began the simple practice of enclosing self-addressed, postage-paid envelopes with every piece of correspondence that left the office. Still another distributes a monthly newsletter packed with money-saving business tips.

Whatever method you choose . . . be assured it isn't "too much trouble" or a waste of time. No matter how attractive your company's product or prices . . . the attitude you display to your public determines how much business they'll want to do with you in the future.



OTTO GRAHAM
Coach, College All-Stars



WILLY SCHAEFFLER
Ski Coach, Denver University



RAY MEYER
Basketball Coach,
DePaul University

Tea is a man's drink

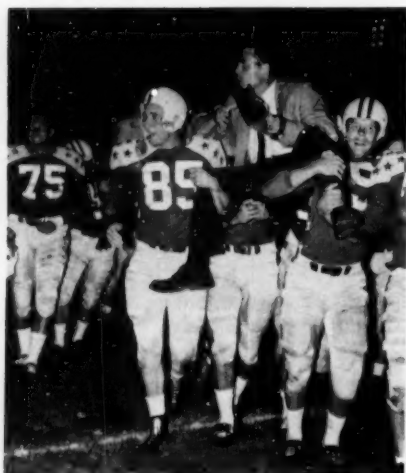
This is the message the Tea Council is aiming at active, young Americans from coast to coast.

And these are three of the men (all "tea-men") who are driving that message home—

*in a powerful new campaign
for the Hot Refresher...*



Why Otto Graham's All-Stars drink tea, the hot refresher



Hot tea is the lively, refreshing cup that brings out the best in a man, and Otto Graham and his *All-Stars* are among the thousands of coaches and athletes who swear by it.

They like the way this hot refresher feels going down and what it does for them after it gets there—the way it relieves tension before a game, says the man who coached the last four *College All-Star* teams and became one of the game's all-time greats during his own playing days. "In my book,"

Graham will tell you, "this is a drink that really does a man some good. Gives him a boost, snaps him back, refreshes him—keeps him hitting on all eight."

Why don't you get the good of tea, too? Make it your hot refresher for a week or so, and see how good you feel about it. Lively, satisfying taste . . . clean, fresh feeling in your mouth . . . and the "just great" feeling you have when you're relaxed but on your toes and ready to tackle things. *Take Tea—You'll See!*

Otto Graham, shown at left, in a triumphant moment after an *All-Star* game, was a regular "tea man" during his high school, college and professional football days, and still is. "I just think it's a great drink for you, whether you're a football player or a chess player," he says. "Tea is for people, period."


TEA COUNCIL OF THE U. S. A., INC. A NON-PROFIT ORGANIZATION



Why basketball's Ray Meyer counts on tea, the hot refresher



For the last part of 30 years, Dr. Paul University's Ray Meyer has played a brand of basketball that has made him coach. Ray Meyer, known as one of the best in the business, and Meyer, who was selected last time to coach the College All-Stars—will be the first to tell you that he counts on tea to help his teams play their best.

"You give a man a cup of hot tea," he says, "and you give him a refreshing lift, he's ready for action, but he's relaxed and not all tense. That's when he can give you his best."

There was only one thing wrong with Meyer's tea. It was the wrong kind. The right kind, says the Tea Council, is the one that's brewed with the finest tea leaves, the ones that are the best in the world. The Tea Council says that's why you'll be seeing men like Otto Graham, Ray Meyer and Willy Schaeffler talking up for tea in coast-to-coast ads like these. They'll be

The brings out the best in a man, and there's no tea more so only a few of the thousands of coaches and athletes who swear by it.

Why don't you get the good of tea, too? Make it your hot refresher for a week or so, and you'll know how good you feel about it. Loosely, satisfying, calm, fresh feeling in your mouth... and the "just great" glow you have when you're relaxed but on your toes and ready for action. Take Tea—You'll See!



Why Willy Schaeffler's ski champs drink tea, the hot refresher



"At Denver University, ski teams drink hot tea for the same reason. Olympic skiers drink it. I know Olympic skiers who actually make it a point to get a cup of hot tea," says Willy Schaeffler.

"It refreshes you, helps you find your best, helps you do your best. That's why we drink tea, three or four cups of it every day."

Willy Schaeffler and his Denver University ski teams are only a few of the

thousands of coaches and athletes who know that tea, the hot refresher, brings out the best in a man.

Why don't you get the good of tea, too? Make it your hot refresher for a week or so and you'll know how good you feel about it. Loosely, satisfying, calm, fresh feeling in your mouth... and the "just great" glow you have when you're relaxed but on your toes and ready for action. Take Tea—You'll See.



The new, vigorous look for Hot Tea

Advertising designed to sell tea and tea-drinking to young America



NEW APPEAL to active people's natural interest in sports



CHAMPIONSHIP COACHES AND ATHLETES telling why they swear by tea



BOLD, MASCULINE DRAWINGS by Bob Riger, famous for his *Sports Illustrated* features and his book, *The Pros*.

Tea is the favorite hot refresher of thousands of vigorous, athletic men in this country, and the Tea Council wants everyone to know that. That's why you'll be seeing men like Otto Graham, Ray Meyer and Willy Schaeffler talking up for tea in coast-to-coast ads like these. They'll be

telling young, active people that "hot tea is a lively drink that brings out the best in a man." It's a campaign calculated to make this your biggest hot tea selling season in history—and to begin building an even bigger market of new tea drinkers for years to come.

Lively new symbol, too



We've replaced the familiar old teapot with a modern, masculine cup, and added a set of words that jogs people into thinking of tea as a *refresher* for the first time. Research tells us this new symbol is packed with sell. So you'll be seeing it from now on in all Tea Council advertising and promotion.

LOOK AT THIS COVERAGE!

POST
The Saturday Evening

LIFE

LOOK

24 full-page ads in Life, Look, & Post, delivering a potential of over ONE-HALF BILLION SALES MESSAGES—enough, if spread into *every single home in the nation*, to tell this great new tea story in each of those homes more than 12 times in just five months!



Tea Council of the U.S.A., Inc., 16 E. 56th Street, New York 22, N.Y.

Creole Stuffing Mix

A famous Creole seasoning helps make Christmas dinner more delicious this year in countless homes far from New Orleans. This happy circumstance results from a successful new alliance of the flavor field and the bakery industry.

Sunrise Bakeries, the largest local baker of French bread, began extensive distribution of their New Orleans style stuffing mix shortly before Thanksgiving. So overwhelming has been the response, with reorders pouring in, that Sunrise is working around the clock to fill them all.

This unique Creole style mixture was conceived three years ago by Andreas Reising, energetic, young vice-president of the venerable firm. His aim was to perfect a product which duplicated the far-famed dressing made by the Creole housewife and yet to eliminate the bother of time-consuming preparation on her part. Naturally he used French bread for the base, just as these cooks do. Also he followed tradition in using liberal portions of black pepper, salt, sage, thyme, sweet basil, bay leaf, green pepper, onion and celery. Extensive taste testing resulted in a convenience product far different from that of other commercial stuffing mixes.

Although Reising originally had been seeking a use for the inevitable bread surplus of the bakery when he dreamed up the product, instant and enthusiastic acceptance by local buyers rapidly forced the bakery to begin baking bread especially for the mix. In the early fall of this year somewhat tentative approaches were made toward wider distribution through bakeries in other localities. An overwhelming response with, in many cases, unsolicited business pouring in, resulted in the stuffing mix, marketed under the Sunrise label, being sold in nine states by Thanksgiving.

An interesting sidelight is that the greatest popularity stems from areas not primarily thought of as culinary centers. For instance the coal-mining region around Harlan, Ky., went wild over the mix. Grocers could not keep up with the demand. One woman from rural Tenn. ordered five packages direct from the New Orleans bakery to assure her favorite stuffing for the Christmas turkey. It seems, she tried the Creole style for her Thanksgiving bird, loved it, and feared that her home town baker would not be able to supply all she needed for the next holiday feast.

This introduction to the delicious uses of herbs will doubtless lead many housewives to make such seasoning a regular part of their cooking repertoire.

In addition to the regular retail 8 ounce package, Sunrise also markets the mix in institutional sizes. A number of fine French Quarter restaurants are steady customers, finding that the uniformity of the product always assures a delicious result without depending upon the vagaries of sometimes temperamental chefs.

"This is not a strictly seasonal product, however," points out R. H. Manion, general manager. "It has all sorts of general purpose uses. For instance, it is excellent as a breading for fried food and a perfect addition to casseroles."

Here again, Mr. Reising, a dedicated gourmet and former president of the American Society of Bakery Engineers, which has 3000 members from 22 countries, worked out nine delicious easy-do variations which are featured on the

new cellophane wrapper.

Signal success of the stuffing mix led to the addition of Creole seasonings to the firm's packaged bread crumb line. Latest product to be added is Italian-style seasoned crumbs. Now company executives are mulling the possibility of expanding their operations into a separate branch just for the production of seasoned bread products. Although terrific amounts of the various herbs are used, large inventories are never kept on hand. Sunrise prefers to buy a few months supply at a time in order to always assure freshness.

McCormick Takes the Cake at POPAI Convention

Wins Special Merit Award For Holiday House Display



In their second annual Merchandising Awards Contest held in October, POPAI announced that McCormick-Schilling would receive a Special Award for outstanding achievement in the point-of-purchase field.

POPAI—the familiar short form for Point of Purchase Advertising Institute—made the award to McCormick for their colorful "Holiday House of Flavor" floor stand: a fresh display approach to the traditional dump bin treatment.

Topped by a peaked roof which covers an assortment of die-cut holiday goodies, the display provides dealers with an opportunity to pile McCormick-Schilling spices, decors, food colors and Vanilla in one easy-to-reach assortment.

In making the award, POPAI cited the "outstanding achievement on the part of the advertising and promotional team working together with the lithograph company" in preparing the display.

At the time of the promotion which ran from September 25th to December 5th, McCormick's "Holiday House" was featured prominently in stores across the nation . . . providing grocers with an excellent opportunity for related item selling.

Earnings mount for Lykes Bros.

Earnings of Lykes Bros. Steamship Co., Inc., rose slightly during the first nine months of the year despite lower revenues.

The line reported net income for the nine months ended Sept. 30 was \$5,146,000 or \$1.35 a share compared with \$5,093,000 or \$1.34 a share in the corresponding period of 1960. Revenues for the period dipped to 43,822,000 from \$47,296,000 last year.



120 WALL STREET
NEW YORK, N. Y.

220 FRONT STREET
SAN FRANCISCO, CALIF.
401 MAGAZINE STREET
NEW ORLEANS, LA.



extend
best wishes
for a
Merry Christmas
and
Happy New Year
to their friends
in the
Coffee Trade

ANDERSON, CLAYTON & CIA., Ltda.

Coffee Exporters

SANTOS • PARANAGUA • RIO DE JANEIRO
ANGRA DOS REIS • VICTORIA

J. A. MEDINA COMPANY

Division of Anderson, Clayton & Co., Inc.

Coffee Importers

NEW YORK
MEXICO • GUATEMALA • EL SALVADOR

ANDERSON, CLAYTON & CO., S.A.

Coffee Exporters

LIMA, PERU

Agents in U.S.A. and Canada for

Coffee Exporters

CALI, COLOMBIA

A. ARISTIZABAL & CIA., Ltda.

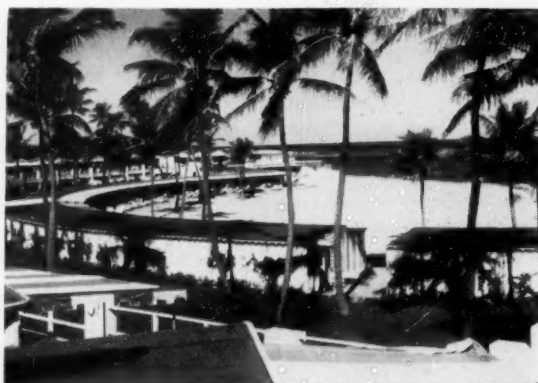
NCA's 51st Convention 1962!

Theme: "COFFEE'S CHANGING PROFILE"

The business program for '62 looks like a smash hit. The speakers are famous, and well worth hearing. The events planned for men include soft ball, golf, tennis and fishing. A special Ladies Events committee has been hard at work, setting up an attractive program of activities for the girls.

At last report from the NCA, registrations are coming in at a rapid pace . . . so if you are planning to register—do it now.

Here is one view of the famous resort:



Private cabanas await your pleasure at the Boca Raton Hotel and Club. The Cabana Club, which has a Olympic-size salt water swimming pool, is on the beach, a short distance from the hotel.

Season's Greetings



DUPUY

STORAGE & FORWARDING CORPORATION

2601 Decatur Street
New Orleans 17, La.

What Consumers Like

(Continued from page 28)

Change, today, occurs so quickly that even the very young among us can look around and recognize it. The change during the past 20 years has been particularly drastic among women. Most important, perhaps, is the fact that women, for the first time, have become a permanent part of our labor force. Twenty-five million women hold jobs—one third of our working population. Sixty per cent of them are married, and 15 per cent have one or more children under 12 years of age. Therefore—and also because women are increasingly better educated—their status has changed. The implications for the food business have been profound. It should be a source of pride to all of us that we have seen these implications and acted on them.

Changes at Home

Increased leisure time. Leisure is more than a reward for working—it is a necessity to freshen the mind and body for another day's work. This means that we must develop new foods and packaging methods which permit her to prepare a meal quickly. She no longer will spend all day in the kitchen.

Less drudgery. Chances are she's had enough of it at her job or picking up after the children all day; and she can't afford a full time servant even if she could find one.

Our industry's answer to these two needs has been the instant and convenience foods; instant coffee or tea, with no messy grounds or leaves to clean up; pre-cooked frozen dishes and complete meals; chickens already cleaned and ready to pop into the oven; vegetables all cleaned and either packaged fresh or frozen; ready mixes for her baked goods.

She also wants better nutrition. She has been educated to know that she and her family must have balanced meals to thrive and grow properly. We help her with nutrition in many ways, by paying close attention to the purity and quality of our products. We also help her in two additional ways. The labels on our packages give her the nutritive values of the contents. Second, our home economics departments develop recipes and meal plans in which nutritive values have been scientifically determined. Recipes and meal plans also are printed on labels. Often we find that they are the only cooking instructions the homemaker has—particularly the young homemaker. Perhaps neither her mother nor her school has taught her to cook. She may not possess a cookbook nor read the food pages of newspaper or magazines. Our ability to express ourselves on the label in many instances decides whether or not she will buy our product.

Mealtime Individuality

Another demand from today's housewife is for an opportunity for individuality in meal preparation. She may be a career woman, but she still values that compliment from friend or husband on "her" delicious recipe. And today, the food industry is giving her a greater opportunity for individuality than ever before. In today's supermarket, she may choose from 8,000 different items, as compared with 1,500 only 20 years ago. I must again mention our home economics departments. For every new product, or changed product, we may develop 20

or 30 new recipes; and at the time, of course, we're constantly working on new ideas for preparing our older stand-bys.

Finally, today's housewife demands economy. She wants to know she's getting her money's worth. She has that assurance from the whole revolution that has taken place in our business; alongside the revolution in the life of the average household. In spite of rising labor costs, we have kept prices level by new marketing methods—the supermarket is the outstanding example; by new technology, such as manufacture of instant coffee; and by new distribution methods, refrigerator trucks, railroad cars, and central warehousing. Today's housewife is spending the same percentage of her disposable income for food as her mother did 30 years ago, and she is eating much better for it.

How do we know of all these consumer needs and demands? From her letters. If the consumer only knew how we treasure her letters—be they bouquets or brick-bolts. How carefully we analyze what they say—how many conferences are held with product managers, marketing men, quality control specialists. The care with which her letters are answered. She would realize she plays a very important part in determining the kind of food products and packaging she will buy ultimately.

We put it to ourselves in the form of a question every day of our lives; "What Does the Consumer Like"? We can answer the question only in the context of the great social changes that are taking place in the world. In terms of specific products, the consumer tells us. The answers she gives to our research and market testing people, we can only regard as tentative. We get the final answer when the product goes on the shelves, and our sales figures show whether she has voted "yes" or "no."

If the consumer says "Yes," our experience tells us that the "Yes" isn't for all time. It may be for a year or two, or it may be for 20 years, but we know that eventually tastes will change, and the product has to change too.

That leaves us little choice but to continue working and investing toward what we hope the consumer will like tomorrow. This may not take the form of specific products; but, of new processing methods to fit new social and economic patterns.

When the time comes, the consumer will tell us. She will tell us, because we will never for a moment stop asking her. She will tell us whether she wants a greater or smaller variety of foods . . . whether she wants more packaged meals or less . . . whether she wants her recipes simpler, or more exotic.

The consumer will continue to be the object of our affections, and to surprise us. She will ask questions we have not even thought about—for all of our scientific methods—and we will have to come up with the answers.

She will tell us not only through the work of our research and marketing departments—but more important from the vote she casts at the cash register. And, just as we do today, we will comply with the wishes she expressed. We will try to keep a step or two ahead of her, knowing in our hearts, all the while, that we really can't. Tomorrow, as always, the consumer will be the real boss of our business.

Brand Franchise Developed By Skills, Not Gimmicks

Long term consumer brand franchises are built on sound products and sound advertising, not price promotions. This advice was given by J. O. Peckham, executive vice president of A. C. Nielsen Company at the Annual Meeting of the G.M.A. Inc.

Continuous use of consumer price promotions cannot be relied upon to increase the consumer franchise of an established brand, Mr. Peckham stated.

Consumer price promotions can be used to introduce a new or improved product or give a new use of the product, and to broaden distribution of a product in order that the advertising may be more effective, he said.

Promotions can make it attractive for people to try a product once, but it is only through having a good product in the first place, through skillful and continuous use of advertising that a brand can become a household name.

Mr. Peckham went on to say that the concerted effort of major brand manufacturers to improve products and find the proper marketing mix of advertising, sales work and promotion was primarily responsible for major advertised brands continuing to enjoy better than 70 per cent of the market.

Marketing plans as well as personal sales efforts are necessary in the introduction and promotion of products, he stated.

Mr. Peckham devoted his address to a discussion of "Seven Keys to a Strong Consumer Franchise":

1. Keep Your Product Up to Date.

2. Fish Where the Fish Are.
3. Establish Your Advertising Budget in Terms of the Job to Be Done.
4. Watch Your Consumer Price Differential.
5. Don't Let Short-Term Tactics Take the Place of Long-term Strategy.
6. Try to Adequately Test-market New Ideas.
7. Integrate Each Phase of Your Marketing Operation into an Over-all Program.

"I make the suggestion that you mix them in proper proportions, add the necessary and all important pinches of good judgment, and bring them up to the boiling point in the market place," he concluded.

Pan-American Coffee Bureau and Martinson's get Kudus on TV ads

Harry W. McMahan, writing on TV commercials in Advertising Age, Nov. 20th issue, had this to say: "... I'm late in mentioning two food commercials of unusual merit.

"Pan-American Coffee Bureau (.) has come up to a good TV campaign this year with their 'Make It Coffee . . . Make It Often . . . Make It Right!' BBDO produced at MPO, got some great outdoor shots of coffee when you really appreciate it.

Funny story on Martinson's coffee. It showed up at our house (Chicago) the other day—the result of a TV commercial my wife saw. Coffee's fine—I haven't seen the commercial yet but it must have been good to switch a addict. Report: next time if I can catch the commercial . . ."

REMINDING YOU THAT
GOOD BLENDS ARE MADE PERFECT
WITH

SALVADOR
COFFEES

COMPañIA SALVADOREÑA DE CAFÉ, S. A.
San Salvador • El Salvador

Cables: Coscafe

Acme Code

PLAY SAFE



AFRICA SERVICE

Fast Monthly Sailings

FROM:

East Africa, Djibouti and Assab

VIA: Mediterranean

TO: Atlantic Coast Ports, New Orleans* and Pacific Coast Ports

Optional Bills of Lading Issued For Atlantic Coast/Gulf/Pacific Coast Ports

New York

Java Pacific Line, Inc.
25 Broadway

New Orleans

Strachan Shipping Co.
1607 American Bank Bldg.

San Francisco

Transpacific Transportation Co.
351 California Street

Vancouver

Dingwall, Cotts & Co., Ltd.
802 West Hastings Street

**Direct or with transshipment*



I STILL SAY — IT'S FASTER BY "NEDLLOYD"

NOW IN OUR 37th YEAR!

L. NEUGASS & CO., INC.

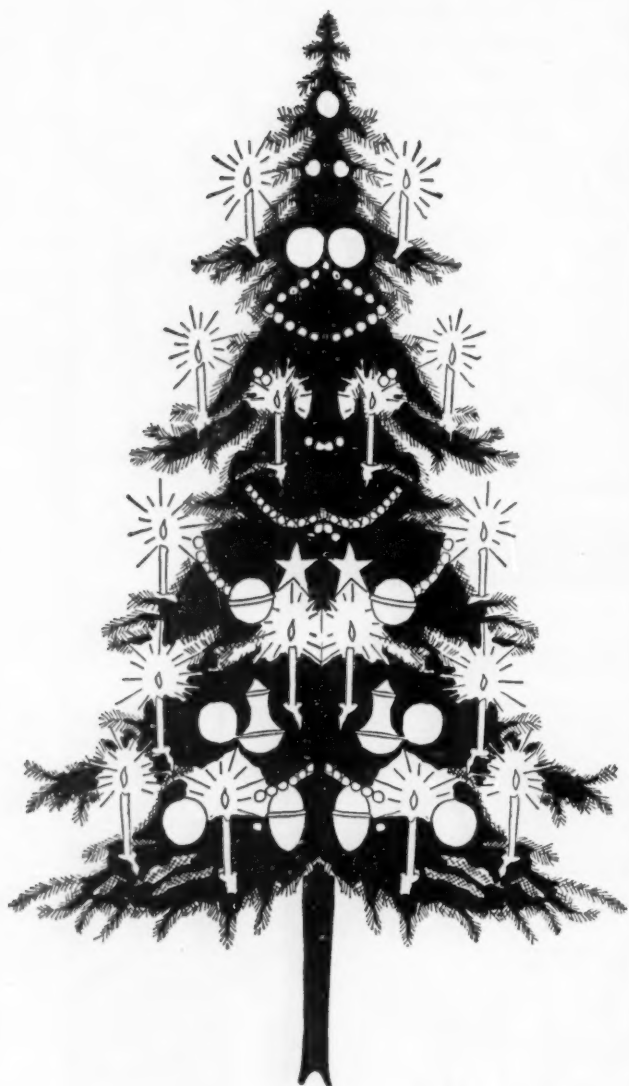
135 FRONT STREET, NEW YORK 5, N. Y. Cable: SAGUEN, N. Y.

COFFEE IMPORTERS

DIRECT CONNECTIONS WITH PRODUCING COUNTRIES

MEMBERS:

N. Y. Coffee & Sugar Exchange, Inc.
Green Coffee Assoc. of N. Y. C., Inc.
National Coffee Association of U. S. A., Inc.



Merry
Christmas

Happy
New Year

AMERICAN PRESIDENT LINES, LTD.

*Fast, Regular, Service from
Ceylon, India, Indonesia and China*

29 Broadway

New York 6, N. Y.

ARABAN COFFEE COMPANY, INC.

Wild Rose Tea and Araban Coffee

63-66 Commercial Wharf

Boston, Mass.

BARRY & POWELL, INC.

affiliates

ROLLINS BURDOCK HUNTER CO.

Insurance Brokers and General Average Adjusters

116 John Street

New York 38, N. Y.

BORG-ERICKSON CORP.

*Mfrs. of Quality Scales
for the Home*

1133 North Kilbourn Ave.

Chicago 51

JABEZ BURNS & SONS, INC.

Coffee Processing Machinery

11th Ave., at 43rd Street

New York

BYRNE, DELAY & CO.

Coffee

302 Magazine Street, New Orleans

DANNEMILLER COFFEE CO.

Private Brand Coffee and Tea Packers

Rochester, N. Y.

Brooklyn 32, N. Y.

Delta Line

MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS
THE COFFEE FLEET

W. J. DONOHUE & CO.

Coffee Brokers and Agents

102 Front Street

Daniel A. McNulty

Thomas J. Mangieri

EPPENS, SMITH CO., INC.

Coffee

Importers — Roasters — Packers

520 Secaucus Road

Secaucus, N. J.

**MERRY CHRISTMAS
FARMER BROTHERS**

Coffee

Los Angeles - San Francisco - Seattle - Dallas

J. G. FERGUSON & ASSOCIATES

*Distributors of Books
games, puzzles and coloring sets.*
6. N. Michigan Ave. Chicago 2

W. S. FORCE & CO.

*Weighers, Forwarders, Samplers
Custom Brokers and Truckmen*
129 Front Street New York, N. Y.

MARCEL S. GARRIGUES CO.

*Certified Public Weighmasters
Specializing in Green Coffee*
104 Commercial St. San Francisco 11, Calif

M & S GORDON CO. INC.

IMPORTER OF COFFEE
96 Front Street New York 5, N. Y.

The Great Atlantic & Pacific Tea Co. Inc.

*Importers, Roasters and Retailers of Fine
Coffees Represented in*
BRAZIL COLOMBIA
by the American Coffee Corporation

GREENE TRADING COMPANY, INC.

Coffee Agents and Brokers
60 Wall Street New York 5, N. Y.

HILLS BROS. COFFEE, INC.

Coffee Roasters
San Francisco, Calif. Edgewater, N. J.

MAX HORWITZ CO., INC.

*Tea Merchants
Tea Bag Manufacturers*
194 Water Street, New York BO 9-8158

HUGGINS YOUNG COFFEE

Roasters & Packers
Los Angeles 58, Calif.

LEON ISRAEL & BROS., INC.

*Coffee Importers
Brazil — Colombia*
160 California St. San Francisco 11, Calif.

LEON ISRAEL & BROS., INC.

Coffee Importers
300 Magazine St. New Orleans 12, La.

JONES-THIERBACH COMPANY

Roasters
431 Battery Street San Francisco 11



*Sincerest Greetings
To The Coffee Trade*
Detroit, Mich.

LO CURTO & FUNK, INC.

Custom House Brokers
21-24 State Street New York 4, N. Y.

McCORMICK & CO., INC.

Teas, Spices and Extracts
Baltimore 2 Maryland

PNEUMATIC SCALE CORP., LTD.

Heat Seal Tea Bag Machines
65 Newport Avenue Quincy, Mass.

JOHN E. RAISCH CO.

*Weighers - Samplers - Inspectors
Agents at all Ports*
15 Moore Street New York 4, N. Y.

W. L. RICHESON & SONS, INC.

Ocean Freight Brokers — Forwarding Agents
IMPORT EXPORT
Sanlin Building — Suite 405
Carloading/Unloading — Weighing/Sampling
442 Canal Street New Orleans, La.

R. E. SCHANZER, INCORPORATED

Chicory and Coffee Substitutes
610 South Peters St. New Orleans, La.

JOHN SEXTON & CO.

Coffee Roasters — Spice Grinders
Chicago—Long Island City—Pittsburgh—Atlanta
Dallas—Philadelphia—Detroit—San Francisco

SWANSON BROTHERS, INC.

Coffee Importers
149 W. Kinzie St. Chicago 10, Ill.

**WALTER H. TANTZEN, INC.
TANTZEN CORP. OF LA., INC.**

Weigher and Sampler
24 Stone Street New York 4, N. Y.
New Orleans Office
620 Tchoupitoulas Street New Orleans, La.

The Green Coffee FORUM:

*"UNITED WE STAND,
DIVIDED WE FALL"...*

with this
this classic rallying call, Lou Ehrhard states that the time is *now* for Green Coffee Agents and Brokers to consider the formation of an association to protect their businesses!

"We need a group, modeled on the style of the Brazilian Association, to preserve our way of doing business. There are too many coffee buying groups who are by-passing the services of the broker to get special deals from the growers. A Brokers and Agents group, as I see it, with a strong united front, could prevent this direct dealing . . . could protect and continue our free coffee market!"

"As Ken Fairchild said on this page last month . . . a buyer needs the broker to get him the best possible deal and service."

Mr. Ehrhard added that many of the big roasters are willing to use the services of such an association.

You, are, we're sure, interested in continuing to do business on the Street! We are too! So give Lou a call at his office, or drop him a line to let him know you are ready to help.

LET'S START THE BALL ROLLING for a united Brokers and Agents Association!

TO THE TRADE: This is your page to use as you see fit. Your suggestions, proposals and complaints will be printed here. We welcome controversial topics. Give you notes to our Editor when you see him on the "Street" or mail them to him. Your use of this page determines its life.

This page does not and will not reflect the editorial policy of Coffee and Tea Industries.

NEXT MONTH -

Special Coffee

Convention Issue . . .

Last month we wrote the following **OPEN LETTER** to The Coffee Industry:
"When is the Coffee Industry going to come up with a good, fresh-brewed cup of Vended Coffee?"

"In our opinion, the various types being dispensed today (Instant, Dry, Liquid and Strip) have not measured up to a coffee drinker's taste!"

NOBODY! Absolutely nobody has challenged us to drink our words! If we're wrong, we'll apologize . . . but YOU have to prove us wrong. Any bids?

Plant Engineering & Maintenance Show, Set for Convention Hall, Phila., Jan. 22-25

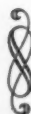
The return to the East Coast—where it has been held only three times previously—of the Plant Engineering & Maintenance Show will be marked by an extensive exhibit valued at some \$15,000,000 and including some 12,000 different products. Accompanying the show, which is scheduled for Convention Hall, Philadelphia, Jan. 22 through 25, will be the Plant Engineering & Maintenance Conference, one of the largest engineering conferences to be held in the country.

Four hundred companies will exhibit. Visitors will see new and improved products for use in every phase of plant engineering and maintenance.

**FAIRCHILD
& BOLTE**

GREEN COFFEE

AGENTS & BROKERS



Uniformity of Blends Guaranteed

REPRESENTING EXPORTERS OF

FINE BRAZILIAN COFFEE

MEMBERS OF: NATIONAL COFFEE ASSOCIATION
COFFEE AND SUGAR EXCHANGE
GREEN COFFEE ASSOC. OF N. Y.

120 WALL ST., N. Y., N. Y.

DIGBY 4-4224

green coffee brokers

A. L. RANSOHOFF Co., Inc.

Coffee

NEW YORK

Cable Address
"RANWILLIG"

108 Front Street

C. T. KONTOS & CO.

**COFFEE BROKERS
AND
IMPORT AGENTS**

79 Wall Street

New York 5, N. Y.

BALZAC BRO

IS

SELECTED

RELIABLE GENUINE QUALITY

Specialists in Colombian Coffees
Mexicans Milds

**BALZAC BROS. & COMPANY, INC.
NEW YORK**

ERNEST SINGHOFEN & Co., Inc.

Coffee

NEW YORK

TEL.: WHITEHALL 4-8182

109 FRONT STREET

FITZPATRICK & HOFFMAN, INC.

GREEN COFFEE

210 California Street

San Francisco

DOuglas 2-1474

Edward P. McCauley & Co., Inc.

COFFEE

One Jones Lane

New York 5, N. Y.

Cable Address: CAULCAFE

J. N. SOARES CO.

110 FRONT ST.
Telephone:
WHITEHALL 4-8152

NEW YORK 5, N. Y.
Cable Address:
"JOSOARES" New York

Agents for Angolan Shippers

MEMBER: GREEN COFFEE ASSN. OF NEW YORK CITY, INC.
NATIONAL COFFEE ASSOCIATION

Established 1885

B. C. IRELAND, INC.

AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

67 California Street

San Francisco 11, Calif.

E. A. JOHNSON & CO.

COFFEE IMPORTERS AND AGENTS

BRAZILS • COLOMBIANS • CENTRAL AMERICANS

166 California Street

San Francisco 11, Calif.

People . . .

SAFMARINE APPOINTS MIDWEST MANAGER

South African Marine Corporation (N.Y.) announces the appointment of **Mr. J. Zambrella Jr.** as manager of their Chicago office.

RIEDEL PAPER APPOINTS D. M. GORSKI DIRECTOR OF PACKAGE DESIGN

F. S. Leinbach, President of the Riegel Paper Corporation recently announced the appointment of **D. M. Gorski** as Director of Package Design.

K. C. MELIKIAN ELECTED MEMBER OF PRESIDENT'S ASSOCIATION

K. Cyrus Melikian, chairman of the board, Rudd-Melikian, Inc., pioneer manufacturing firm of automatic coffee machines, and other vending equipment in Hatboro, Pa., has been elected a member of the Presidents' Professional Association, it was announced here this week. PPA is an affiliate of the American Management Association, and is a non-profit organization dedicated to research and educational activities for "enlightened" and professional chief executives," and designed to assist them in the performance of their unique respon-

BERNEGGER ELECTED CONTROLLER OF THOMAS J. LIPTON, INC.



Joseph H. Bernegger, former Controller of International Latex Corp., Dover, Del., has been elected Controller of Thomas J. Lipton, Inc. At Lipton, where he reports to L. W. Webster, Vice President-Finance, Mr. Bernegger is responsible for the financial accounts of the Company, methods and procedures, internal audit, and taxes.

Herb A. Geiger, president of Geiger Automatic Sales Company, Division of United Servomation Corporation, has been elected president of National Automatic Merchandising Association. He succeeds **Thomas B. Donahue**, executive vice president of Universal Match Corporation, St. Louis.

Other Association officers-elect are **Louis Risman**, Mystic Automatic Sales, Medford, Mass.—Senior Vice President; **Henry Davidson**, Automatic Retailers of America, Inc., Los Angeles, Calif.—Vice President, and **Carl Millman**, Automatic Merchandising Corporation, Milwaukee, Wis.—Treasurer.

WEAR-EVER ELECTS V.P.

Mr. D. E. Stratton has been elected Vice President of Wear-Ever Aluminum, Inc., responsible for Wear-Ever Specialty, Cutco Cutlery, Westmorland Tableware and Alcoa Wrap Division products. The new position has been created as a result of increased business activity and the addition of new product lines in a number of the company's divisions.

FRITZSCHE ELECTS OFFICERS AND DIRECTORS

At a Special Meeting of the Stockholders held November 21, 1961 at the company's New York headquarters, the following Directors were elected:

Frederick H. Leonhardt, Jr., **Dorothea L. Cassullo**, **Ellis F. Merkl**, **Ernest Guenther**, **Edward E. Langenau**.

At the Board of Directors meeting which followed, Officers were elected as follows:

Frederick H. Leonhardt, Jr., President; **Ellis F. Merkl**, Executive Vice President & Treasurer; **Edward E. Langenau**, Vice President & Technical Director; **Arthur J. Hemminger**, Vice President & Secretary; **Ernest Guenther**, Senior Vice President; **Lidcay Herrera**, Vice President; **Julius P. Bauer**, Vice President; **Peter T. Wood**, Vice President; **Emil C. D'Andrea**, Assistant Secretary & Assistant Treasurer.

NCA APPOINTS ASST. PR DIRECTOR

Miss **Athina Leka**, formerly with the research department of Doherty, Clifford, Steers & Shenfield, Inc., has been appointed assistant public relations director for the National Coffee Association.

P.S. : MORE THAN A POSTSCRIPT



THE WORLD FAMOUS TOMLINSON MODEL S NO-DRIP FAUCET HAS A PINT SIZE PARTNER

In less than a year, over a million PS series faucets are in service. The three years of engineering, research and field-testing which preceded introduction of this new, self-closing faucet line, guarantee the same high quality found in the parent model S. Adaptable to all types of liquid food dispensers, available in metal and nylon, and carrying health authority approvals. Write for full particulars.



World's Leading Manufacturer of Faucets Since 1911

TOMLINSON NO-DRIP FAUCET COMPANY

1601 St. Clair Avenue • Cleveland 14, Ohio

MC CORMICK APPOINTED TO NEW MANAGEMENT POST

Charles P. McCormick, Jr., Assistant to the President of McCormick & Co., Inc., has been named Assistant General Manager, McCormick Division, of the international spice, extract and food products firm.

ANCHOR HOCKING APPOINTS

John L. Gushman, President, Anchor Hocking Glass Corporation, Lancaster, Ohio, announces the appointment of **Norman J. Ogilvie** as Director of Research and Engineering for the corporation. He will headquarter in the company's new Research and Engineering Laboratories now nearing completion at Lancaster, Ohio.

WILLIAM STEWART NAMED TO POLYPROPYLENE FILM MARKET DEVELOPMENT POST BY AVISUN CORPORATION

The appointment of **Walter William Stewart** as industry representative of AviSun Corporation's film market development department has been announced by **Ralph M. Winters**, product manager-film.

ROBERT J. RIDGWAY APPOINTED AVISUN FILM TECHNICAL SERVICE SUPERVISOR

Robert J. Ridgway has been advanced to supervisor of Technical Service-Film for AviSun Corporation, it was announced today by **Ralph M. Winters**, Product Manager-Film.

DE LAVAL INDUSTRIAL DIV. ELECTS WHEELWRIGHT VICE PRESIDENT-SALES

G. Frederick Wheelwright has been elected vice president-sales, Industrial Division, of The De Laval Separator Company, Poughkeepsie, N. Y.

DELTA APPOINTS CONTROLLER

Appointment of **Emory M. Ornelles** as controller of Delta Line (Mississippi Shipping Co., Inc.), of New Orleans, is announced by **Capt. J. W. Clark**, president.

The post of controller was recently created by Delta Line's board of directors and Ornelles assumes his new duties immediately, **Capt. Clark** said.

Rudd-Melikian, Inc., a leading producer of automatic merchandising equipment, has formed a new Market Research Department here, and appointed **Edward G. Bogosian** as its manager.

DURANTE SIGNED BY CHOCK FULL O' NUTS FOR ITS BIGGEST COFFEE AD DRIVE

Chock Full O' Nuts Corporation has signed comedian **Jimmy Durante**, owner of America's most famous nose, for the biggest coffee advertising campaign in its history, using the theme, "the nose knows." **Mr. Durante** will poke fun at his schnozz, and blend his humor with serious sales comments in his own inimitable vernacular while heralding the virtues of **Chock Full O' Nuts'** regular and instant coffees.

NEW PRODUCTS

NESCAFÉ RED BAND VENDING COFFEE



Packed in a new attractive aluminum foil laminated bag, Nescafé Red Band coffee is available nationally. This top-quality instant vending blend offers vendors better coffee at lower prices.

Made with Nescafé's exclusive agglomeration process, Red Band insures rapid solubility and dust free servicing of locations. Company officials report that Red Band coffee tests at the 1961 N.A.M.A. Show indicate that three out of every four coffee drinkers actually preferred Nescafé Red Band's real brewed flavor and aroma. More details are available from The Nescafé Company, Inc., Vending and Institutional Marketing Division, White Plains, N. Y.

HARTFORD-EMPIRE TYPE 192 CHOKE TESTER

The new Hartford-Empire Type 192 choke tester is an automatic machine that provides a fast, positive and inexpensive means of inspecting round, narrow-neck bottles for choked necks, over-size finishes and excessive leaners. The machine, supplied by the Hartford Division of Emhart Manufacturing Company, is designed to operate at speeds up to 156 per minute, depending on the size, type and stability of the ware and conveyor speed. The compact, self-contained unit is easily installed on existing single-line conveyors and does not require a bypass conveyor if the tester is not used. Job changes require a minimum of setup time.

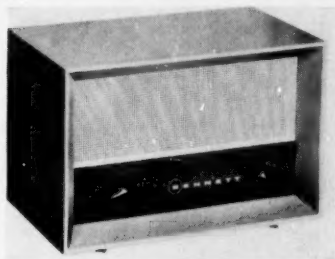
EXACT WEIGHT SHADOGRAPH SCALE

The Type 4134 scale with a 12 pound or 5 kilogram capacity has recently been added to the extensive line of Shadograph Scales manufactured by The Exact Weight Scale Company. Type 4134 is a high speed scale designed for use in production line applications. For maximum convenience it may be countersunk in a bench top and provided with a roller conveyor section for uninterrupted product flow. It may also be furnished with a large scoop to handle bulky products without interfering with the operator's view of the Shadograph dial. Additional information may be secured from The Exact Weight Scale Company, 541 East Town Street, Columbus 15, Ohio.

FULL LINE OF TEMPERATURE PROGRAMMERS OFFERED PROCESS INDUSTRIES

A full line of automatic programming, recording temperature controls, especially designed for economical time-temperature programming for the process industries, now is available from The Partlow Corporation, 555 Champion Road, New Hartford, N. Y.

READY-TO-USE INTERCOM REQUIRES "NO INSTALLATION—NO WIRES!" . . . SPECIAL



OFFER TO OUR READERS

Production of a completely portable intercom called "The Bennett" has been announced by Precision Equipment Co. This amazing intercom system provides instant, simple two-way communication . . . without wiring. You just plug them in and talk.

Up to eight additional units may be used and all stations will be heard with the same clarity at the same volume. Easy to operate . . . just plug them in where needed, press to talk, release to listen. Featured a highly sensitive Alnico V Speaker-microphone . . . picks up normal conversation within a conservative range of twenty feet. Automatic squelch control is another important feature.

Although the regular price of their 2-station Bennett Wireless Intercom is \$89.50, as a special introductory offer to readers of this magazine, Precision Equipment Co. will fill orders at \$69.50 per set F.O.B. their California factory. Your satisfaction is guaranteed since the units may be returned after 10 days and Precision will pay transportation costs both ways. You must mention the name of this magazine to obtain the units at this special price. Ask for literature or send your order to Precision Equipment Co., 4409 Ravenswood Ave., Chicago 40, Ill.

NESCREME



Nescreme—Dairy

Product for use in both fresh brew and instant vending coffees, is the new name for Nestlé's improved powdered formula. The product is packed in

specialty laminated aluminum foil bags with the convenient pour-easy service feature. Company officials say the new dairy formula, available since July, actually reduces creaming costs by as much as 20 per cent. Other Nescreme features include longer product life in canisters, no distortion of coffee flavor, and rapid solubility. More details are available from The Nestlé Company, Inc., Vending and Institutional Marketing Division, White Plains, N. Y.



YOUR EDITOR FOLLOWS CARDAMOM

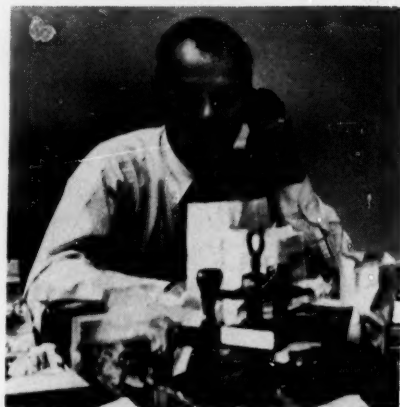
(The ASTA "Spice of the Month")

CARDAMOM SEED—The dried fruit of a Ginger family plant, native to India. Cardamon (sometimes spelled this way) is also grown in Guatemala and Ceylon.

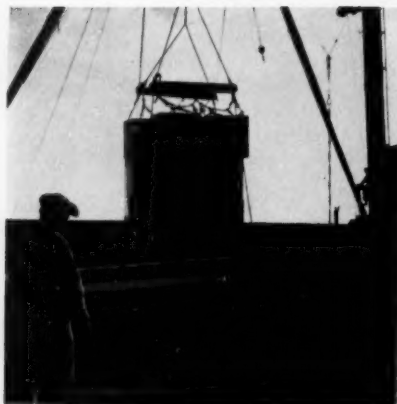
The pods contain numerous, irregular, round, small seeds which bear the flavor.

Cardamom, aromatic and pungent, as a whole seed, offers a tempting and unusual flavor in demitasse. Cardamoms in the pod are used in Mixed Pickling Spice.

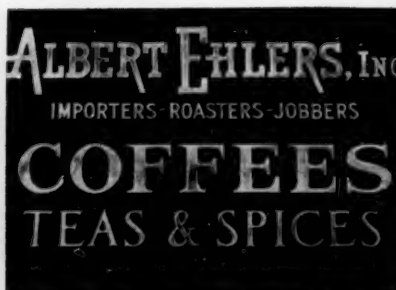
Ground Cardamom is used to flavor Danish, buns, breads and coffee cakes. It improves the flavor of grape jelly and is an ingredient in Curry Powder. Cardamom is also part of the spice blends used in making sausages.



Don Sayia, A. A. Sayia & Co., receives a call for an order of Cardamom. Don places his order with an importer of spices.



Cardamom is on its way. The President Monroe pulls into dock at Jersey City and the Cardamom is unloaded. From here it goes to the importer's warehouse where it is sampled and checked against specifications.



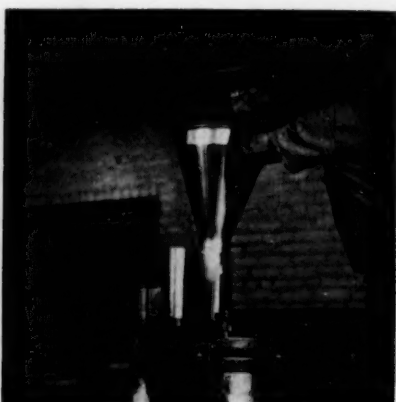
The spice is delivered on order to the packer or grinder. Let's follow Cardamom to a packer, Ehlers.



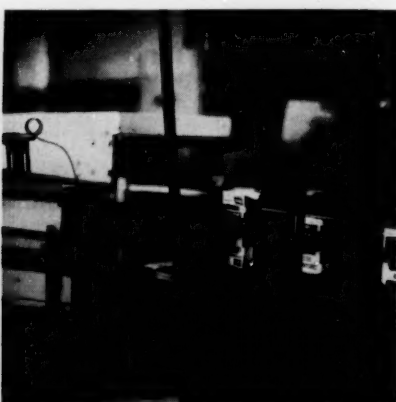
Mrs. Catherine Mapes and Arthur LaFleur open the export packed carton.



Reginald Varshey, Foreman, checks the seeds for cleanliness and condition before allowing the seeds to be packaged.

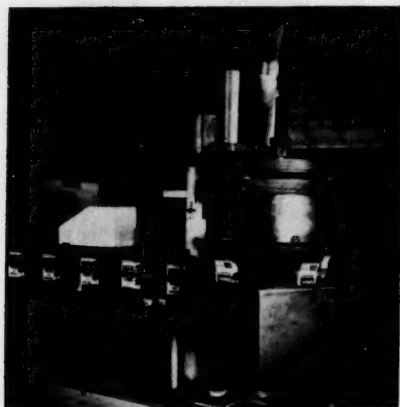


Arthur loads the hopper and then sets the machine to deliver the exact weight of Cardamom seeds to the package.



Arthur checks the machine which picks up a box . . . upside down . . . opens it . . . seals the bottom . . .

... from **BROKER** to **PROCESSOR** to **KITCHEN!**



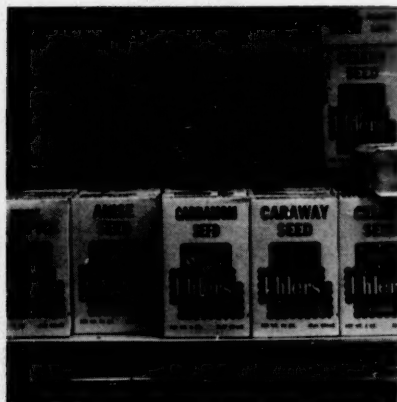
And fills the measured amount of spice. As the conveyer carries the box in a turn, the box is sealed.



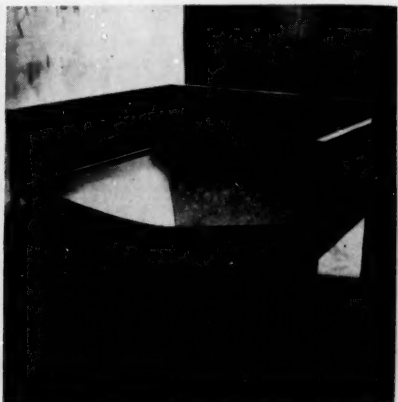
The sealed container is delivered to the packing and weighing station, where its spot checked for weight and then packed in a carton. Catherine also stamps the price on the box through holes in the carton, saving the time required for this operation in the store.



Here is the product prepriced, ready for distribution to the grocer's shelf.

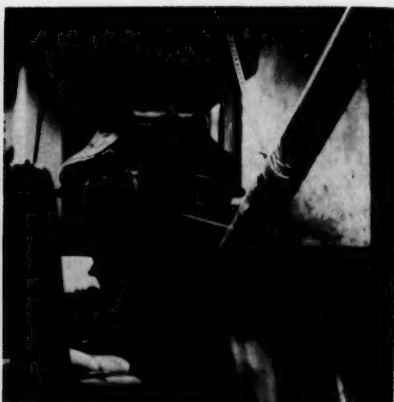


... and Mrs Consumer finds Cardamom on the spice shelf of her favorite grocer.

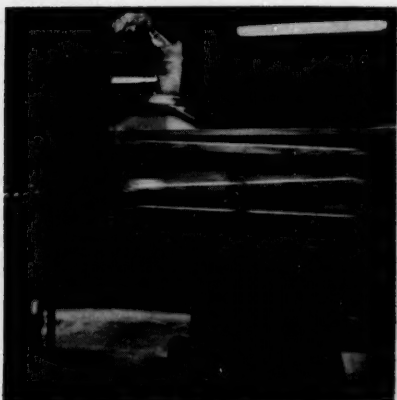


Meanwhile, part of the shipment went to a grinder, Archibald & Kendall, suppliers to bulk users.

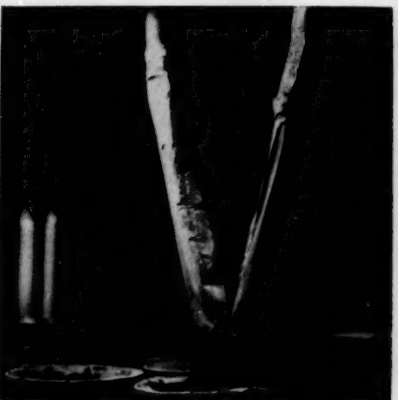
On the floor above the grinder, the bulk spice is loaded into the hopper ...



The Cardamom is ground, pods and seeds together ...



Goes to the extraction chamber where the waste matter is removed by low pressure air. Then, it is shaken down ... and passes through ...



The "pants" to the receiving barrel. The Cardamom is packed into regular containers for shipment.



One of the end results ...

Who wants Coffee or Tea with their cake?

**Next Month ...
Your Editor Goes
To School ... ?**



A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

ABBREVIATIONS FOR LINES

Ahl Trans Car—Ahlmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Af-Pac—African Pacific Line
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Am-Rep—American Republics Line (Moore-Mac)
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-Wn—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Baron—Baron Line
 Bl-Dia—Black Diamond Steamship Co.
 Bl-Star—Black Star Line Ltd.
 Brodin—Brodin Line
 Carib—Caribbean Central American Line
 Col—Columbus Line
 Coldemar—Coldemar Line
 Cubamex—Cubamex Line
 Cunard—Cunard Line
 Daido—Daido Line
 Delta—Delta Line
 Dodero—Dodero Lines
 Eld-Dem—Elder Dempster Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Line
 Grace—Grace Line
 Granco—Grancolombiana (New York), Inc.
 Gulf—Gulf & South American Steamship Co., Inc.
 GWA—Gulf West Africa Line
 Hellenic—Hellenic Lines Ltd.
 Hansa—Hansa Line

Hoegh—Hoegh Lines
 Hol-Pan—Holland-Pan-American Line
 Iino Line
 Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 Ivaran—Ivaran Lines
 JavPac—Java Pacific Line
 K Line—Kawasaki Kisen Kaisha, Ltd.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mamenic Line
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 O-M-E—Orient Mid-East Lines
 PacFar—Pacific Far East Line, Inc.
 Pac-Rep—Pacific Republics Line (Moore-Mac)
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—Pioneer Line
 Prud—Prudential Lines
 PTL—Pacific Transport Lines, Inc.
 R Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Scindia—Scindia Steam Navigation Co., Ltd.
 SCross—Southern Cross Line
 Sev-Stars—Seven Stars (Africa) Line
 Stock—Stockard Shipping Co.
 Torm—Torm Lines
 Ufruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

ABBREVIATIONS FOR PORTS

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chsn—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gf—Gulf Ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 Mo—Mobile
 ML—Montreal
 NO—New Orleans
 NY—New York
 NN—Newport News
 NF—Norfolk
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SD—San Diego
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.



FARRELL

More African coffee than ever is being imported by the U. S. And more of it, too, is being carried by Farrell Liners—pioneer in the development of American-African trade. The Farrell fleet, boasting 14 fast liners, is uniquely experienced to handle coffee cargo—from its special loading and stowing system, to scientific ventilation and control, to frequent at-sea inspection. In the increasing two-way American-African trade, **cargo on the go goes Farrell**—the only regularly-scheduled line linking America with all three African ocean coasts.



FARRELL LINES

INCORPORATED

*African coffee imports by the U. S. amounted to \$120 million in 1959—as compared to only \$9 million in 1948.

26 Beaver Street
 New York 4, N. Y.
 Whitehall 4-7460



A major fleet under the American Flag, developing African trade exclusively for over 35 years.

ship sailings

COFFEE BERTHS

Abidjan

12/15	Del Campo—Delta	N012/30 Ho1/4
12/16	Hartvig Maersk—Maersk	NY1/1 PA1/27 SF1/29
12/19	Nopal Branco—Nopal	N01/8 Ho1/11
12/19	Afr Glen—Farrell	NY1/4
12/21	Libreville—Am-WAfr	USA1/1
12/21	Donga—Eld-Dem	NY1/8 Bal/11 Pa1/12 Ha1/20
12/26	Cabinda—BI-Dia	NY1/13
12/30	Tana—Am-WAfr	USA1/15
1/9	Afr Pilgrim—Farrell	NY1/24
1/9	Swedru—Eld-Dem	NY1/28 Bal/31 Pa2/1 Ha2/10
1/14	Irima—BI-Dia	NY2/2
1/16	Afr Sun—Farrell	NY2/1
1/18	Del Mundo—Delta	N02/2 Ho2/6
1/21	Tulane—Am-WAfr	USA2/1
1/22	Del Valle—Delta	N02/6 Ho2/9
2/1	Lorima—BI-Dia	NY2/19
2/5	Fernriver—Am-WAfr	USA2/15
2/6	Lorima—BI-Dia	NY2/24

Angra dos Reis

12/10	Nopal Progress—Nopal	N012/24 Ho12/28
12/13	Mormacwind—Am-Rep	NY12/28 Bo12/31 Nf1/2 Bal/3 Pa1/4
12/14	Del Rio—Delta	N012/26 Ho12/30
12/15	Alice Torm—Torm	NY1/1 Bo1/4 Pa1/6 HR1/9 Bal/10 Chsn1/12
12/16	Mormacalea—Am-Rep	Ba12/31 Pa1/2 NY1/3 Bo1/5
12/19	Siranger—Wes-Lar	LA1/15 SF1/17 Pol/23 Se1/25 Va1/27
12/20	Mormacscan—Am-Rep	NY1/4 Bo1/7 Pa1/9 Bal/10 Nf1/11
12/21	Nopal Trader—Nopal	N01/4 Ho1/7
12/21	Del Aires—Delta	N01/8 Ho1/14
12/22	Mormacglen—Am-Rep	Jx1/6 Chns1/8 NY1/10 Bo1/12 Pa1/14 Bal/15 Nf1/16
1/4	Hardanger—Wes-Lar	LA1/31 SF2/3 Po2/9 Se2/11 Va2/13
1/11	Nopal Star—Nopal	N01/25 Ho1/28
1/18	Del Sol—Delta	N01/30 Ho2/3
2/1	Del Oro—Delta	N02/13 Ho2/17
2/8	Del Rio—Delta	N02/20 Ho2/24

Barranquilla

12/10	Cd de Popayan—Granco	NY12/27
12/15	Arctic Gull—Granco	NY12/27
12/17	Cd de Santa Marta—Granco	Ho12/30 N01/4
12/22	Cd de Neiva—Granco	NY12/31
12/29	Brooktor—Granco	NY1/7
1/2	George Lykes—Lykes	Ho1/9
1/30	George Lykes—Lykes	Ho2/6

Buenaventura

12/13	Santa Maria—Grace	NY12/20
12/13	Cd de Cali—Granco	Bo12/19 N012/24
12/15	Hongkong Clipper—Granco	Bo12/26 Ha1/1
12/15	Trader—Gulf	Ho12/22 N012/26

12/15	Cd de Pereira—Granco	Ba12/21 Pa12/22 NY12/24
12/15	Elisabeth Schulte—Coldemar	Jx12/22 NY12/26
12/17	Santa Anita—Grace	LA12/30 SF1/1 Pol/7 Se1/9
12/19	Santa Margarita—Grace	NY12/26
12/20	Cartagena de Indias—Granco	Ho12/26 N012/31
12/22	Manuel Mejia—Granco	Ba12/28 Pa12/29 NY12/31
12/23	Shipper—Gulf	Ho12/31 N01/4
12/23	Siredal—Granco	LA1/2 SF1/5 Va1/16
12/27	Cd de Medellin—Granco	Ho1/2 N01/7
12/29	Santa Fe—Grace	LA1/7 SF1/10
12/29	Banggai—Nedlloyd	Ho1/16 N01/23
12/29	Cd de Pasto—Granco	Ba1/4 Pa1/5 NY1/7
1/5	Cd de Armenia—Granco	Ba1/11 Pa1/12 NY1/14
1/9	Ramborg—Granco	LA1/19 SF1/22 Va2/4
1/10	Signa—Granco	N01/23 StJol/26 Ha1/28
1/11	Santa Jua a—Grace	LA1/20 SF1/22 Pol/28 Se1/30
1/29	Salatiga—Nedlloyd	Ho2/10
2/24	Java—Nedlloyd	Ho3/14 N03/19

Cartagena

12/13	Arctic Gull—Granco	NY12/27
12/15	Cd de Santa Maria—Granco	Ho12/30 N01/4
12/20	Cd de Neiva—Granco	NY12/31
12/27	Brooktor—Granco	NY1/7
1/2	George Lykes—Lykes	Ho1/9
1/29	Salatiga—Nedlloyd	Ho2/10 N02/18
3/1	Java—Nedlloyd	Ho3/14 N03/19

Dar es Salaam

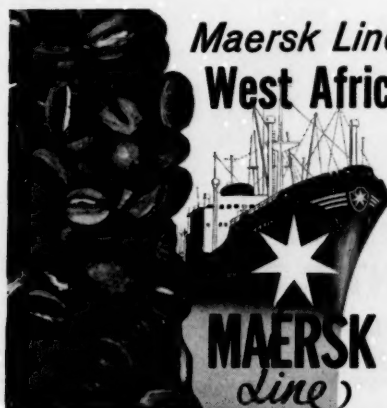
12/13	Frank Lykes—Lykes	N01/17 Ho1/22
12/18	Raki—Nedlloyd	NY1/22
12/20	Goodfellow—Robin	Bo2/3 NY2/5
1/1	Aimee Lykes—Lykes	N02/2 Ho2/7
1/1	Afr Star—Farrell	Bo2/1 NY2/3
1/4	Sherwood—Robin	Bo2/6 NY2/8
1/16	Afr Rainbow—Farrell	Bo2/15 NY2/17
1/21	Wonogiri—Nedlloyd	NY2/28
2/6	Genevieve Lykes—Lykes	N03/10 Ho3/15
2/18	Afr Crescent—Farrell	Bo3/20 NY3/22
2/21	Lombok—Nedlloyd	NY3/28

Djakarta

12/16	Leda Maersk—Maersk	NY2/5
12/22	Louise Lykes—Lykes	N02/11 Ho2/16
1/2	Peter Maersk—Maersk	NY2/24
1/27	James McKay—Lykes	N03/13 Ho3/18

Douala

12/8	Afr Glen—Farrell	NY1/4
12/17	Cabinda—BI-Dia	NY1/13
12/17	Tana—Am-WAfr	USA1/15



**Maersk Line Provides the only Service from
West Africa to both U.S. Atlantic and Pacific Ports**

Monthly
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**MATADI
DOUALA
ABIDJAN
MONROVIA
FREETOWN**
via modern cargo liners
Ship your cargo via
**THE BLUE LINERS—
MAERSK LINERS®**

MOLLER STEAMSHIP COMPANY, INC.

General Agents

67 Broad St., New York 4, N.Y. • HANover 2-1500

West African Agents

MATADI: Agetafr, S. C. A. R. L., 3 rue de Vivi, P. O. Box 36, Matadi, Republic of the Congo.

DOUALA: Societe Navale Delmas Vieljeux, P.O. Box 263, Douala, Cameroons.

ABIDJAN: Societe Navale Delmas Vieljeux, 17, Avenue Louis Barthe, P.O. Box 1281, Abidjan, Ivory Coast.

MONROVIA: Liberia Trading Corp., P.O. Box 125, Monrovia, Liberia.

FREETOWN: Scandinavian Shipping Agencies Limited, 9 Gloucester St., P.O. Box 130, Freetown, Sierra Leone.

A Partner of the Coffee Industry since 1919



Delta Line
MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

NEW YORK • CHICAGO
ST. LOUIS • HOUSTON

AGENTS:

RIO DE JANEIRO: DELTA LINE, INC.
Rua Visconde Inhauma 134

SANTOS: DELTA LINE, INC.
Praça da Republica 87

ABIDJAN & DOUALA
Union Maritime et Commerciale

LUANDA
Hull, Blyth (Angola), Ltd.

LOBITO & MATADI
Agence Maritime Internationale S.A.

TO NEW ORLEANS AND OTHER
U. S. GULF PORTS . . . FROM

SOUTH AMERICA

PARANAGUA, SANTOS, RIO DE JANEIRO
VICTORIA Regular Weekly Sailings

WEST AFRICA

ANGOLA, CAMEROONS, IVORY COAST
LIBERIA and REPUBLIC of CONGO
Direct Regular Service

Coffee Berths (Continued)

Douala (Cont.)

12/26	Afr Pilgrim—Farrell	NY1/24
12/30	Del Mundo—Delta	N02/2 Ho2/6
1/2	Hans Maersk—Maersk	NY2/1 LA2/27 SF3/1
1/6	Afr Sun—Farrell	NY2/1
1/6	Irima—BI-Dia	NY2/1
1/9	Tulane—Am-WAfr	USA2/1
1/23	Lorima—BI-Dia	NY2/19
1/24	Fernriver—Am-WAfr	USA2/15

GUATEMALA

12/22	A. Pacinotti—Italian	LA12/28 SF12/31 Po1/4 Se1/8 Va1/10
12/24	Santa Anita—Grace	LA12/30 SF1/1 Po1/7 Se1/9
12/26	Rep de Colombia—Granco	LA1/10 SF1/14
1/18	P. Toscanelli—Italian	LA1/24 SF1/27 Po1/31 Se2/4 Va2/7
2/20	A. Volta—Italian	Se2/10 Va2/12 LA2/26 SF3/2 Po3/6

Guayaquil

12/10	Santa Maria—Grace	NY12/20
12/10	Cd de Pereira—Granco	Ba12/21 Pa12/22 NY12/24
12/10	Cd de Cali—Granco	Ho12/19 N012/24
12/10	Hongkong Clipper—Granco	Ba12/24 Ha1/1
12/16	Santa Margarita—Grace	NY12/26
12/17	Manuel Mejia—Granco	Ba12/28 Pa12/29 NY12/31
12/17	Cartagena de Indias—Granco	Ho12/26 N012/31
12/18	Siredal—Granco	LA1/2 SF1/5 Va1/16
12/24	Cd de Pasto—Granco	Ba1/4 Pa1/5 NY1/7
12/24	Cd de Medellin—Granco	Ho1/2 N01/7
12/27	Banggai—Nedlloyd	Ho1/10 N01/17
12/31	Cd de Armenia—Granco	Ba1/11 Pa1/12 NY1/14
1/5	Ramburg—Granco	LA1/19 SF1/22 Va2/4
1/6	Sygn—Granco	Ba1/23 StJol1/26 Ha1/28
1/24	Salatiga—Nedlloyd	Ho2/10 N02/17
2/22	Java—Nedlloyd	Ho2/14 N02/19

Lagos

12/12	Afr Glen—Farrell	NY1/4
12/13	Tana—Am-WAfr	USA1/15
12/15	Donga—Eid-Dem	NY1/8 Ba1/11 Pa1/12 Ha1/20
12/29	Hans Maersk—Maersk	NY2/1 LA2/27 SF3/1
1/2	Afr Pilgrim—Farrell	NY1/24
1/3	Swedru—Eid-Dem	NY1/28 Ba1/31 Pa2/1 Ha2/10
1/5	Tulane—Am-WAfr	USA2/1
1/10	Afr Sun—Farrell	NY2/1
1/20	Fernriver—Am-WAfr	USA2/15

La Libertad

12/16	Alcyon—Mam	NY1/2
12/21	Brabant—Mam	Ho1/5 N01/9

La Union

12/17	Alcyon—Mam	NY1/2
12/22	Brabant—Mam	Ho1/5 N01/9

Limon

12/10	Arctic Gull—Granco	NY12/24
12/13	Cd de Popayan—Granco	Ho12/22 N012/28
12/17	Cd de Neiva—Granco	NY12/31
12/20	Cd de Santa Marta—Granco	Ho12/30 N01/4
12/24	Brooktor—Granco	NY1/7

Lobito

1/6	Afr Glade—Farrell	NY1/24
2/7	Afr Dawn—Farrell	NY2/23
3/7	Afr Glade—Farrell	NY3/20

Luanda

12/22	Tervaele—B-Afr	NY1/6
12/30	Afr Glade—Farrell	NY1/24
1/4	Lukuga—B-Afr	NY1/19
1/10	Del Mundo—Delta	N02/2 Ho2/6
1/18	Lindi—B-Afr	NY2/2
1/30	Afr Dawn—Farrell	NY2/23
2/3	Lulua—B-Afr	NY2/18
2/27	Afr Glade—Farrell	NY3/20

Matadi

12/20	Lukuga—B-Afr	NY1/19
12/21	Hans Maersk—Maersk	NY2/1 LA2/27 SF3/1
12/29	Afr Glade—Farrell	NY1/24
1/9	Del Mudno—Delta	N02/2 Ho2/6
1/6	Lindi—B-Afr	NY2/2
1/20	Lulua—B-Afr	NY2/18
1/29	Afr Dawn—Farrell	NY2/23
2/26	Afr Glade—Farrell	NY3/20

Mombasa

12/17	Frank Lykes—Lykes	N01/17 Ho1/22
12/24	Afr Star—Farrell	Ba2/1 NY2/3

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Mombasa (Cont.)

12/24	Raki—Nedlloyd	NY1/22
12/24	Goodfellow—Robin	Bo2/3 NY2/5
1/5	Aimee Lykes—Lykes	Bo2/2 Ho2/7
1/8	Sherwood—Robin	Bo2/6 NY2/8
1/8	Afr Rainbow—Farrell	Bo2/15 NY2/17
1/31	Wonogiri—Nedlloyd	NY2/28
2/10	Afr Crescent—Farrell	Bo3/20 NY3/22
2/10	Genevieve Lykes—Lykes	N03/10 Ho3/15
2/28	Lombok—Nedlloyd	NY3/28

Monrovia

12/12	Del Campo—Delta	N012/30 Ho1/4
12/24	Donga—Eld-Dem	NY1/8 Ba1/11 Pa1/12 Ha1/20
12/24	Libreville—Am-WAfr	NY1/28 Ba1/31 Pa2/1 Ha2/10
1/2	Tana—Am-WAfr	USA1/1
1/13	Swedru—Eld-Dem	USA1/15
1/19	Del Valle—Delta	N02/6 Ho2/9
1/24	Tulane—Am-WAfr	USA2/1
2/8	Fernriver—Am-WAfr	USA2/15

Paranagua

12/10	America—Lloyd	N012/30 Ho1/5
12/12	Gudmundra—Norton	NY12/30 Bo1/4 Pa1/6 Ba1/9 Nf1/10
12/12	Del Rio—Delta	N012/26 Ho12/30
12/12	Alice Torm—Torm	NY1/1 Bo1/4 Pa1/6 HRI/9 Ba1/10 Chsn1/12
12/13	Mormacetal—Am-Rep	Ba12/31 Pa1/2 NY1/3 Bo1/5
12/14	Sivanger—Wes-Lar	LA1/15 SF1/17 Po1/23 Se1/25 Val/27
12/17	Mormacscan—Am-Rep	NY1/4 Bo1/7 Pa1/9 Ba1/10 Nf1/11
12/17	Chile—Lloyd	NY1/8
12/18	Del Aires—Delta	N01/8 Ho1/14
12/18	Mormacisle—Pac-Rep	LA1/16 SF1/19 Val/27
12/19	Adara Hol—Pan-Am	NY1/8 Bo1/10 Ba1/12 Pa1/13
12/19	Nopal Trader—Nopal	N01/4 Ho1/7
12/20	Mormacglen—Am-Rep	Jx1/6 Chsn1/8 NY1/10 Bo1/12 Pa1/14 Ba1/15 Nf1/16
12/22	Sagoland—Brodin	Ba1/14 NY1/16 Pa1/18 Bo1/20 Mf1/22
12/23	Farida—Norton	NY1/12 Bo1/16 Pa1/18 Ba1/19 Nf1/20
12/25	Cabo Sag Roque—Lloyd	N01/12 Ho1/18
12/26	Del Mar—Delta	N01/10 Ho1/16
12/27	Haiti—Lloyd	NY1/17
12/30	Hardanger—Wes-Lar	LA1/31 SF2/3 Po2/9 Se2/11 Va2/13

1/2	Situla Hol—Pan-Am	NY1/22 Bo1/24 Ba1/26 Pa1/27
1/4	Cap Castillo—Col	NY1/21 Bo1/25 Pa1/27 Ba1/29
1/7	Paraguay—Lloyd	NY1/28
1/8	Del Norte—Delta	N01/24 Ho1/30
1/9	Nopal Star—Nopal	N01/25 Ho1/28
1/12	Cap Roca—Col	NY1/30 Pa2/1 Ba2/3 Bo2/6 StJo2/7
1/15	Christina Hol—Pan-Am	NY2/5 Bo2/7 Ba2/9 Pa2/10
1/15	Del Sol—Delta	N01/30 Ho2/3
1/16	Maria Hol—Pan-Am	NY2/5 Bo2/7 Ba2/9 Pa2/10
1/17	Cabo Santa Marta—Lloyd	NY2/8
1/17	Cap Colorado—Col	NY2/5 Bo2/9 Pa2/12 Ba2/14
1/22	Del Sud—Delta	N02/7 Ho2/13
1/24	Cap Bonavista—Col	NY2/12 Bo2/14 Pa2/17 Ba2/19
1/27	Equador—Lloyd	NY2/19
1/29	Del Oro—Delta	N02/13 Ho2/17
2/4	Burg Sparrenberg—Col	NY2/24 Pa2/26 Ba2/27 Bo3/2 StJo3/5
2/5	Del Rio—Delta	N02/20 Ho2/24

Pt. Barrios

12/11	Nobistor—Granco	Ho12/15 N012/19
12/11	Mildred Cord—UFruit	Ho12/16 N012/18
12/12	Cd de Neiva—Granco	Ho12/15 N012/19
12/18	Zephyr—UFruit	Ho12/22 N012/24
12/18	Cd de Popayan—Granco	Ho12/22 N012/28
12/19	Box Hill—UFruit	NY12/25
12/19	Brooktor—Granco	NY1/7
12/23	Yucatan—Mam	NY12/31
12/24	Christiane—UFruit	Ho12/28 N012/30
12/26	Cd de Santa Marta—Granco	Ho12/30 N01/4
1/4	Leith Hill—UFruit	NY1/11
1/11	Majorka—UFruit	NY1/19
1/18	Choluteca—UFruit	NY1/26
1/25	Box Hill—UFruit	NY2/2

Pt. Cortes

12/15	Box Hill—UFruit	NY12/25
12/22	Leith Hill—UFruit	NY12/31
12/22	Yucatan—Mam	NY12/31
1/7	Majorka—UFruit	NY1/19
1/10	Box Hill—UFruit	NY1/16
1/14	Choluteca—UFruit	NY1/26
1/21	Box Hill—UFruit	NY2/2



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12/22 Yucatan—Mam
12/27 Brabant—Mam

NY1/2
Ho1/5 N01/9

Rio de Janeiro

12/10 Santa Fe—Arg State
12/11 Nopal Express—Nopal
12/11 Mexico—Lloyd
12/12 Mormacisle—Pac-Rep
12/14 America—Lloyd
12/14 Mormacwind—Am-Rep
12/15 Del Rio—Delta
12/16 Alice Torm—Torm
12/17 Mormacisle—Am-Rep
12/20 Chile—Lloyd
12/21 Siranger—Wes-Lar
12/21 Mormacscan—Am-Rep
12/22 Nopal Trader—Nopal
12/22 Del Aires—Delta
12/23 Mormacglen—Am-Rep
12/27 Cap Blanco—Col
12/27 Cabo Sao Roque—Lloyd
12/27 Sagoland—Brodin
12/28 Del Mar—Delta
12/29 Rio Tunuyan—Arg State
12/31 Haiti—Lloyd
1/6 Hardanger—Wes-Lar
1/11 Paraguay—Lloyd
1/11 Del Norte—Delta
1/12 Rio de La Plata—Arg State
1/12 Nopal Star—Nopal
1/17 Cap Roca—Col
1/19 Del Sol—Delta
1/20 Cabo Santa Maria—Lloyd
1/20 Cap Colorado—Col
1/25 Del Sud—Delta
1/26 Rio Jachal—Arg State

NY12/25 Pal2/27 Bal2/29 Nf12/31
N012/24 Ho12/28
NY12/28
LA1/16 SF1/19 Val/27 Sel/28 Pol/30
N012/30 Ho1/5
NY12/28 Bo12/31 Nf1/2 Bal/3 Pal/4
N012/26 Ho12/30
NY1/1 Bo1/4 Pal/6 HR1/9 Bal/10 Chsn1/12
Bal2/31 Pal/2 Bal/3 Pal/4
NY1/8
LA1/15 SF1/17 Pol/23 Sel/25 Val/27
NY1/4 Bo1/7 Pal/9 Bal/10 Nf1/11
N01/4 Ho1/7
N01/8 Ho1/14
Jx1/6 Chsn1/8 NY1/10 Bo1/12 Pal/14
Bal/15 Nf1/16
NY1/14 Bo1/18 Pal/21 Bal/23
N01/12 Ho1/18
Bal/14 NY1/16 Pal/18 Bo1/20 Mf1/22
N01/10 Ho1/16
NY1/12
NY1/17
LA1/31 SF2/3 Po2/9 Se2/11 Va2/13
NY1/28
N01/24 Ho1/30
NY1/26
N01/25 Ho1/28
NY1/30 Pa2/1 Ba2/3 Bo2/6 StJo2/7
N01/30 Ho2/3
NY2/8
NY2/5 Bo2/9 Pa2/12 Ba2/14
N02/7 Ho2/13
NY2/9

1/27 Cap Bonavista—Col
1/31 Ecuador—Lloyd
2/2 Del Oro—Delta
2/7 Burg Sparrenberg—Col
2/9 Del Rio—Delta

NY2/12 Bo2/14 Pa2/17 Ba2/19
NY2/19
N02/13 Ho2/17
NY2/24 Pa2/26 Ba2/27 Bo3/2 StJo3/5
N02/20 Ho2/24

Santos

12/12 Mormacwind—Am-Rep
12/12 America—Lloyd
12/13 Gudmundra—Norton
12/13 Del Rio—Delta
12/14 Alice Torm—Torm
12/15 Mormacisle—Am-Rep
12/16 Mormacisle—Pac-Rep
12/17 Siranger—Wes-Lar
12/19 Adara Hol—Pan-Am
12/19 Chile—Lloyd
12/19 Mormacscan—Am-Rep
12/20 Nopal Trader—Nopal
12/20 Del Aires—Delta
12/21 Mormacglen—Am-Rep
12/26 Farida—Norton
12/26 Cap Blanco—Col
12/26 Cabo Sao Roque—Lloyd
12/27 Del Mar—Delta
12/28 Rio Tunuyan—Arg State
12/29 Haiti—Lloyd
12/29 Sagoland—Brodin
1/2 Situla Hol—Pan-Am
1/3 Hardanger—Wes-Lar
1/9 Paraguay—Lloyd
1/10 Nopal Star—Nopal
1/10 Del Norte—Delta
1/15 Cap Roca—Col
1/17 Del Sol—Delta
1/17 Maria Hol—Pan-Am
1/19 Cap Colorado—Col
1/19 Cabo Santa Maria—Lloyd
1/24 Del Sud—Delta
1/26 Cap Bonavista—Col

NY12/28 Bo12/31 Nf1/2 Bal/3 Pal/4
N012/30 Ho1/5
NY12/30 Bo1/4 Pal/6 Bal/9 Nf1/10
N012/28 Ho12/30
NY1/1 Bo1/4 Pal/6 HR1/9 Bal/10 Chsn1/12
Bal2/31 Pal/2 NY1/3 Bo1/5
LA1/16 SF1/19 Val/27 Sel/28 Pol/30
LA1/14 SF1/17 Pol/23 Sel/25 Val/27
NY1/8 Bo1/10 Bal/12 Pal/13
NY1/8
N01/4 Ho1/7
N01/8 Ho1/14
NY1/4 Bo1/7 Pal/9 Bal/10 Nf1/11
Jx1/6 Chsn1/8 NY1/10 Bo1/12 Pal/14
Bal/15 Nf1/16
NY1/12 Bo1/16 Pal/18 Bal/19 Nf1/20
NY1/14 Bo1/18 Pal/21 Bal/23
N01/12 Ho1/18
N01/10 Ho1/16
NY1/12
NY1/17
Bal/14 NY1/16 Pal/18 Bo1/20 Mf1/22
NY1/22 Bo1/24 aB1/26 Pal/27
LA1/31 SF2/3 Po2/9 Se2/11 Va2/13
NY1/28
N01/25 Ho1/28
N01/24 Ho1/30
NY1/30 Pa2/1 Ba2/3 Bo2/6 StJo2/7
N01/30 Ho2/3
NY2/5 Bo2/7 Ba2/9 Pa2/10
NY2/5 Bo2/9 Pa2/12 Ba2/14
NY2/8
N02/7 Ho2/13
NY2/12 Bo2/14 Pa2/17 Ba2/19

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Santos (Cont.)

1/29	Equador—Lloyd	NY2/19
1/31	Del Oro—Delta	N02/13 Ho2/17
2/5	Burg Sparrenberg—Col	NY2/24 Pa2/26 Ba2/27-Bo3/2 StJo3/5
2/7	Del Rio—Delta	N02/20 Ho2/24

Takoradi

12/16	Libreville—Am-WAfr	USA1/1
12/18	Afr Glen—Farrell	NY1/4
12/25	Tana—Am-WAfr	USA1/15
1/8	Afr Pilgrim—Farrell	NY1/24
1/10	Hans Maersk—Maersk	NY2/1 LA2/27 SF3/1
1/15	Afr Sun—Farrell	NY2/1
1/16	Tulane—Am-WAfr	USA2/1
2/1	Fernriver—Am-WAfr	USA2/15

Tamatave

1/4	Robin Goodfellow—Robin	Bo2/3 NY2/5
1/27	Mormacwave—Robin	Bo3/1 NY3/3

Tanga

12/20	Raki—Nedlloyd	NY1/22
12/20	Robin Goodfellow—Robin	Bo1/28 NY1/29
12/30	Afr Star—Farrell	Bo2/1 NY2/3
1/14	Afr Rainbow—Farrell	Bo2/15 NY2/17
1/23	Wongiri—Nedlloyd	NY2/28
2/16	Afr Crescent—Farrell	Bo3/20 NY3/22
2/23	Lombok—Nedlloyd	NY3/28

Victoria

12/12	Nopal Progress—Nopal	N012/24 Ho12/28
12/15	America—Lloyd	N012/30 Ho1/5
12/16	Del Rio—Delta	N012/26 Ho12/30
12/22	Adara Hol—Pan-Am	NY1/8 Bo1/10 Ba1/12 Pa1/13
12/23	Nopal Trader—Nopal	N01/4 Ho1/7
12/24	Del Aires—Delta	N01/8 Ho1/14
12/28	Cabo Sao Roque—Lloyd	N01/12 Ho1/18
1/5	Situla Hol—Pan-Am	NY1/22 Bo1/24 Ba1/26 Pa1/27
1/13	Nopal Star—Nopal	N01/25 Ho1/28
1/19	Christena Hol—Pan-Am	NY2/5 Bo2/7 Ba2/9 Pa2/10
1/20	Del Sol—Delta	N01/30 Ho2/3
2/3	Del Oro—Delta	N02/13 Ho2/17
2/10	Del Rio—Delta	N02/20 Ho2/24

TEA BERTHS

Beira

12/14	Raki—Nedlloyd	NY1/22
12/20	Afr Star—Farrell	Bo2/1 NY2/3
1/4	Afr Rainbow—Farrell	Bo2/15 NY2/17
1/17	Wongiri—Nedlloyd	NY2/28
2/6	Afr Crescent—Farrell	Bo3/20 NY3/22
2/17	Lombok—Nedlloyd	NY3/28

Calcutta

12/10	Steel Vendor—Isthmian	N01/17
12/21	Exhibitor—Am-Exp	Bo1/31 NY2/2 Pa2/5 HR2/7 Chsn2/10 Ba2/14
12/21	Steel Maker—Isthmian	NY1/26 Bo2/7
1/8	Hoegh Dene—JavPac	LA2/11 SF2/17 Po2/24 Se3/1 Va3/7
1/8	Jaladhir—Scindia	N02/19 Bo2/22 Ho2/26
1/8	Maas Lloyd—Nedlloyd	Ho3/14 N03/19
1/8	Java Lloyd—Nedlloyd	Bo2/7 NY2/8 N02/20
1/9	Exchange—Am-Exp	Bo2/13 NY2/15 Pa2/18 HR2/29 Chsn2/24 Ba2/28
1/10	Steel Director—Isthmian	N02/17
1/20	Steel Fabricator—Isthmian	NY2/26 N03/7
2/8	Sumatra—JavPac	LA3/14 SF3/19 Po3/26 Se4/1 Va4/7
2/10	Steel Age—Isthmian	N03/17
2/20	Steel Architect—Isthmian	NY3/27 N04/6

Cochin

12/11	Bengkalis—JavPac	LA2/6 SF2/11 Po2/17 Se2/20 Va2/13
12/16	Jaladuta—Scindia	Bo1/7 NY1/8 N01/20
12/18	Steel King—Isthmian	Bo1/14 NY1/16
12/18	Exemplar—Am-Exp	Bo1/13 NY1/15 Pa1/18 HR1/20 Chsn1/24 Ba1/28
12/29	Olga Maersk—Maersk	NY1/24
1/2	Exhibitor—Am-Exp	Bo1/31 NY2/2 Pa2/5 HR2/7 Chsn2/10 Ba2/14
1/4	Steel Voyager—Isthmian	Bo1/29 NY1/30
1/10	Leda Maersk—Maersk	NY2/5
1/11	Hoegh Silverspray—JavPac	LA3/9 SF3/13 Po3/18 Se3/21 Va3/24
1/16	Jaladhir—Scindia	Bo2/7 NY2/8 N02/20
1/17	Steel Traveler—Isthmian	Bo2/12 NY2/13
2/21	Steel Flyer—Isthmian	Bo3/18 NY3/19
3/5	Steel Recorder—Isthmian	Bo3/31 NY4/1

Colombo

12/13	Jaladuta—Scindia	Bo1/7 NY1/8 N01/20
12/15	Steel Vendor—Isthmian	N01/17
12/17	Bengkalis—JavPac	LA2/6 SF2/11 Po2/17 Se2/20 Va2/23
12/27	Olga Maersk—Maersk	Ha1/21 NY1/24
12/30	Exhibitor—Am-Exp	Bo1/31 NY2/2 Pa2/5 HR2/7 Chsn2/10 Ba2/14
12/31	Steel Maker—Isthmian	NY1/26 N02/7
1/2	Steel Voyager—Isthmian	Bo1/29 NY1/30
1/7	Leda Maersk—Maersk	Ha2/2 NY2/5
1/13	Jaladhir—Scindia	Bo2/7 NY2/8 N02/20
1/14	Steel Director—Isthmian	N02/17
1/15	Steel Traveler—Isthmian	Bo1/12 NY1/13
1/17	Hoegh Silverspray—JavPac	LA3/9 SF3/13 Po3/18 Se3/21 Va3/24
1/27	Peter Maersk—Maersk	Ha2/21 NY2/24
1/31	Steel Fabricator—Isthmian	NY2/26 N03/7
2/15	Steel Age—Isthmian	N03/17
2/19	Steel Flyer—Isthmian	Bo3/18 NY3/19
3/1	Steel Architect—Isthmian	NY3/27 N04/6
3/3	Steel Recorder—Isthmian	Bo3/31 NY4/1


Dar es Salaam

12/18	Raki—Nedlloyd	NY1/21 LA2/6 SF2/10 Po2/14 Se2/17 Va2/20
1/1	Afr Star—Farrell	Bo2/1 NY2/3
1/16	Afr Rainbow—Farrell	Bo2/15 NY2/17
2/18	Afr Crescent—Farrell	Bo3/20 NY3/22

Djakarta

12/12	Steel Voyager—Isthmian	Bo1/29 NY1/30
12/16	Leda Maersk—Maersk	Ha2/2 NY2/3
12/23	Steel Traveler—Isthmian	Bo2/12 NY2/13
1/2	Peter Maersk—Maersk	Ha2/21 NY2/24
1/12	Steel Admiral—Isthmian	Bo2/28 NY3/1
2/1	Steel Flyer—Isthmian	Bo3/18 NY3/19
2/10	Steel Recorder—Isthmian	Bo3/31 NY4/1

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Tea Berths (Continued)

Djibouti

12/12	Steel Executive—Isthmian	Bo12/30 NY12/31
12/21	Steel Vendor—Isthmian	N01/17
12/23	Exemplar—Am-Exp	Bo1/13 NY1/15 HR1/20 Sa1/23 Chsn1/26 Ba1/28
12/25	Steel King—Isthmian	Bo1/14 NY1/16
1/7	Steel Maker—Isthmian	NY1/26 N02/7
1/8	Exhibitor—Am-Exp	Bo1/31 NY2/2 Pa2/5 HR2/7 Sa2/9 Chsn2/10 Ba2/14
1/11	Steel Voyager—Isthmian	Bo1/29 NY1/30
1/21	Steel Director—Isthmian	N02/17
1/24	Steel Traveler—Isthmian	Bo2/12 NY2/13
2/6	Steel Fabricator—Isthmian	NY2/26 N03/7
2/9	Steel Admiral—Isthmian	Bo2/28 NY3/1
2/21	Steel Age—Isthmian	N03/17
2/28	Steel Flier—Isthmian	Bo3/18 NY3/19
3/2	Steel Recorder—Isthmian	Bo3/31 NY4/1
3/7	Steel Architect—Isthmian	NY3/27 N04/6

HONG KONG

12/15	Pioneer Main—Pioneer	NY1/17 Ba1/21
12/18	Johannes—Maersk	LA1/12 NY1/27
12/20	Brooklyn Maru—Daido	NY1/22 Pa1/26 Chsn1/28 Sa1/29 Ba2/2 Nf2/3
1/3	Marit Maersk—Maersk	SF1/25 NY2/10
1/6	Kamikawa Maru—K Line	SF1/26 LA1/28 NY2/13
1/18	Jeppesen Maersk—Maersk	LA2/12 NY2/27
1/19	Bengkalis—JavPac	LA2/6 SF2/11 Po2/17 Sa2/10 Va2/13
1/22	Kobu Maru—Daido	NY2/28 Pa3/4 Chsn3/6 Sa3/7 Ba3/10 Nf3/11
2/3	Sally Maersk—Maersk	SF2/25 NY3/13
2/18	Manhattan Maru—Daido	NY3/25 Pa3/29 Chsn3/31 Sa4/1 Ba4/4 Nf4/5
2/18	Nicoline Maersk—Maersk	LA3/14 NY3/29
2/19	Hoegh Silverspray—JavPac	LA3/9 SF3/13 Pa3/18 Se3/21 Va3/24
3/22	Brooklyn Maru—Daido	NY4/25 Pa4/29 Chsn5/1 Sa5/2 Ba5/5 Nf5/6
4/21	Kohoh Maru—Daido	NY5/28 Pa6/1 Chsn6/3 Sa6/4 Ba6/7 Nf6/8

Kobe

12/11	Chastine Maersk—Maersk	SF12/26 NY1/13
12/15	Pioneer Myth—Pioneer	NY1/9 Ba1/13
12/24	Pioneer Main—Pioneer	NY1/17 Ba1/21
12/26	Johannes Maersk—Maersk	LA1/12 NY1/27
12/26	Brooklyn Maru—Daido	NY1/22 Pa1/26 Chsn1/28 Sa1/29 Ba2/2 Nf2/3
12/26	Nevada Maru—K Line	SF1/9 NY1/22
1/3	Akikawa Maru—K Line	N02/4 Ho2/6 Mo2/17 Ga2/28
1/11	Marit Maersk—Maersk	SF1/25 NY2/10
1/26	Jeppesen Maersk—Maersk	LA2/12 NY2/27
1/28	Kobu Maru—Daido	NY2/28 Pa3/4 Chsn3/6 Sa3/7 Ba3/10 Nf3/11
2/11	Sally Maersk—Maersk	SF2/25 NY3/13
2/25	Manhattan Maru—Daido	NY3/25 Pa3/29 Chsn3/31 Sa4/1 Ba4/4 Nf4/5
2/26	Nicoline Maersk—Maersk	LA3/14 NY3/29
3/28	Brooklyn Maru—Daido	NY4/25 Pa4/29 Chsn5/1 Sa5/2 Ba5/5 Nf5/6
4/27	Kohoh Maru—Daido	NY5/28 Pa6/1 Chsn6/3 Sa6/4 Ba6/7 Nf6/8

Matadi

12/29	Afr Glade—Farrell	NY1/24
1/29	Afr Dawn—Farrell	NY2/23
2/26	Afr Glade—Farrell	NY3/20

Mombasa

12/24	Afr Star—Farrell	Bo2/1 NY2/3
1/8	Afr Rainbow—Farrell	Bo2/15 NY2/17
2/10	Afr Crescent—Farrell	Bo3/20 NY3/22

Nagoya

12/12	Chastine Maersk—Maersk	SF12/26 NY1/13
12/16	Pioneer Myth—Pioneer	NY1/9 Ba1/13
12/25	Pioneer Main—Pioneer	NY1/17 Ba1/21
12/27	Nevada Maru—K Line	SF1/9 NY1/22
12/27	Brooklyn Maru—Daido	NY1/22 Pa1/26 Chsn1/28 Sa1/29 Ba2/2 Nf2/3
12/27	Johannes Maersk—Maersk	LA1/12 NY1/27
1/5	Akikawa Maru—K Line	N02/4 Ho2/6 Mo2/17 Ga2/28
1/12	Marit Maersk—Maersk	SF1/25 NY2/10
1/27	Jeppesen Maersk—Maersk	LA2/12 NY2/27
1/29	Kobu Maru—Daido	NY2/28 Pa3/4 Chsn3/6 Sa3/7 Ba3/10 Nf3/11
2/1	Sally Maersk—Maersk	SF2/25 NY3/13
2/26	Manhattan Maru—Daido	NY3/25 Pa3/29 Chsn3/31 Sa4/1 Ba4/4 Nf4/5
2/27	Nicoline Maersk—Maersk	LA3/14 NY3/29
3/29	Brooklyn Maru—Daido	NY4/25 Pa4/29 Chsn5/1 Sa5/2 Ba5/5 Nf5/6
4/28	Kohoh Maru—Daido	NY5/28 Pa6/1 Chsn6/3 Sa6/4 Ba6/7 Nf6/8

Saigon

12/17	Peter Maersk—Maersk	NY2/24
1/1	Sally Maersk—Maersk	SF2/25 NY3/13
1/10	Nicoline Maersk—Maersk	LA3/14 NY3/29

Shimizu

12/10	Pioneer Mist—Pioneer	NY1/3 Ba1/7
12/13	Chastine Maersk—Maersk	SF12/26 NY1/13
12/17	Pioneer Myth—Pioneer	NY1/9 Ba1/13
12/26	Pioneer Main—Pioneer	NY1/17 Ba1/21
12/28	Nevada Maru—K Line	SF1/9 NY1/22
12/28	Brooklyn Maru—Daido	NY1/22 Pa1/26 Chsn1/28 Sa1/29 Ba2/2 Nf2/3
12/28	Johannes Maersk—Maersk	LA1/12 NY1/27
1/6	Akikawa Maru—K Line	N02/4 Ho2/6 Mo2/17 Ga2/28
1/13	Marit Maersk—Maersk	SF1/25 NY2/10
1/28	Jeppesen Maersk—Maersk	LA2/12 NY2/27
1/30	Kobu Maru—Daido	NY2/28 Pa3/4 Chsn3/6 Sa3/7 Ba3/10 Nf3/11
2/13	Sally Maersk—Maersk	SF2/25 NY3/13
2/27	Manhattan Maru—Daido	NY3/25 Pa3/29 Chsn3/31 Sa4/1 Ba4/4 Nf4/5
2/28	Nicoline Maersk—Maersk	LA3/14 NY3/29
3/30	Brooklyn Maru—Daido	NY4/25 Pa4/29 Chsn5/1 Sa5/2 Ba5/5 Nf5/6
4/29	Kohoh—Daido	NY5/28 Pa6/1 Chsn6/3 Sa6/4 Ba6/7 Nf6/8

SINGAPORE

12/17	Olga Maersk—Maersk	Ha1/21 NY1/24
12/20	Wonorato—JavPac	LA1/11 SF1/17 Po1/24 Se1/29 Va2/3
12/29	Leda Maersk—Maersk	Ha2/2 NY2/8
1/4	Louise Lykes—Lykes	N02/11 Ho2/16
1/4	Bengkalis—JavPac	LA2/6 SF2/11 Po2/17 Sa2/20 Va2/23
1/17	Peter Maersk—Maersk	Ha2/21 NY2/24
1/20	Hoegh Dene—JavPac	LA2/11 SF2/17 Po2/24 Se3/1 Va3/7
2/4	Hoegh Silverspray—JavPac	LA3/9 SF3/13 Po3/18 Se3/21 Va3/24
2/8	James McKay—Lykes	N03/13 Ho3/18
2/20	Sumatra—JavPac	LA3/14 SF3/19 Po3/26 Se4/1 Va4/7

Tanga

12/30	Afr Star—Farrell	Bo2/1 NY2/3
1/14	Afr Rainbow—Farrell	NY2/17
2/16	Afr Crescent—Farrell	NY3/22

Trincomalee

12/12	Jaladuta—Scindia	Bo1/7 NY1/8 N01/20
1/12	Jaladhir—Scindia	Bo2/7 NY2/8 N02/20

Yokohama

12/12	Pioneer Mist—Pioneer	NY1/3 Ba1/7
12/15	Chastine Maersk—Maersk	SF12/26 NY1/13
12/19	Pioneer Myth—Pioneer	NY1/9 Ba1/13
12/27	Pioneer Main—Pioneer	NY1/17 Ba1/21
12/30	Nevada Maru—K Line	SF1/9 NY1/22
12/31	Brooklyn Maru—Daido	NY1/22 Pa1/26 Chsn1/28 Sa1/29 Ba2/2 Nf2/3
12/31	Johannes Maersk—Maersk	LA1/12 NY1/27
1/7	Akikawa Maru—K Line	N02/4 Ho2/6 Mo2/17 Ga2/28
1/15	Marit Maersk—Maersk	SF1/25 NY2/10
1/31	Jeppesen Maersk—Maersk	LA2/12 NY2/27
2/3	Kobu—Daido	NY2/28 Pa3/4 Chsn3/6 Sa3/7 Ba3/10 Nf3/11
2/15	Sally Maersk—Maersk	SF2/25 NY3/13
3/2	Nicoline Maersk—Maersk	LA3/14 NY3/29
3/3	Manhattan Maru—Daido	NY3/25 Pa3/29 Chsn3/31 Sa4/1 Ba4/4 Nf4/5
4/3	Brooklyn Maru—Daido	NY4/25 Pa4/29 Chsn5/1 Sa5/2 Ba5/5 Nf5/6
5/3	Kohoh Maru—Daido	NY5/28 Pa6/1 Chsn6/3 Sa6/4 Ba6/7 Nf6/8

S. S. St. Lawrence — 1st Ship to win Golden Cup Trophy

The "S.S. St. Lawrence," of the Canada Steamship Lines Ltd., which operates a summer cruise service along the famous St. Lawrence Waterway, became the first ship to be awarded a Golden Cup, the Coffee Brewing Institute has announced.

J. F. Prendergast, superintendent of commissary, writes: "At present we are installing equipment in our employee cafeteria at the head office here in Montreal and as soon as we are operating properly, it is our intention that it meet the standards of the Golden Cup."

SPICE BERTHS

Barcelona

12/15 Newberry Vic—Prud NY12/27 NY12/29 Ba12/30 Pa12/31

Corinto

12/20 Alcyon—Mam NY1/2
12/27 Brabant—Mam Ho1/5 NY1/9

Genoa

12/12 Newberry Vic—Prud NY12/27 Nf12/19 Ba12/30 Pa12/31
12/22 San Angelo Vic—Prud NY1/6 Nf1/8 Ba1/9 Pa1/10
1/8 Attleboro Vic—Prud NY1/24 Nf1/26 Ba1/27 Pa1/28

Istanbul

12/30 Attleboro Vic—Prud NY1/24 Nf1/26 Ba1/27 Pa1/28

La Libertad

12/16 Alcyon—Mam NY1/2
12/21 Brabant—Mam Ho1/5 NY1/9

La Union

12/17 Alcyon—Mam NY1/2
12/22 Brabant Ho1/5 N01/9

Naples

12/11 Newberry Vic—Prud NY12/27 Nf12/29 Ba12/30 Pa12/31
12/21 San Angelo Vic—Prud NY1/6 Nf1/8 Ba1/9 Pa1/10
1/7 Attleboro Vic—Prud NY1/24 Nf1/26 Ba1/27 Pa1/28

San Juan

12/22 Alcyon—Mam NY1/2
12/27 Brabant—Mam Ho1/5 N01/9

Shipping News — Delta Line

NEW ORLEANS, La.—New twice monthly cargo and passenger service between Gulf ports and Sao Salvador do Bahia, Brazil, is being inaugurated in January by the Delta Line (Mississippi Shipping Co., Inc.).

Capt. J. W. Clark, president of the New Orleans-based steamship operator, said the north Brazil seaport will be served on the regularly-scheduled sailing of Delta's three combination cargo-passengers vessels, S. S. Del Mar, S. S. Del Norte and S. S. Del Sud.

Bahia is to be the first port-of-call out of the Gulf for each of these liners on sailings scheduled year-round at intervals of two weeks, two weeks and three weeks, he said.

Capt. Clark said the new Bahia service will be the fastest on regular schedules from Gulf ports. Steaming time is 12 days from the last port-of-call in the Gulf.

The service is being inaugurated by the Del Mar, which sails from New Orleans on Jan. 15 and from Houston, Tex. on Jan. 18. The Del Norte departs from New Orleans Jan. 29 and Houston Feb. 1. The Del Sud is scheduled to leave New Orleans Feb. 12 and Houston Feb. 15.

"The addition of Bahia to the itinerary of the three cargo-passenger vessels provides express service for the growing trade between Gulf ports and northern Brazil and provide cruise passengers with a visit to a port city of historic charm and beauty," Capt. Clark said.

Shipping News — Moore-McCormack Lines

Moore-McCormack Lines has announced the assignment of new terminal facilities for Los Angeles harbor. Effective December 1st, Moremack has transferred its Southern California operations to Berth 146, Wilmington, California. The first ship of the Moore-McCormack fleet using this berth is the MORMACDAWN, sailing December 24th for Panama, Canal Zone, Caribbean and North and East Coast South American ports.

The decision to change to the new terminal facilities was made, to render superior service to the exporters and importers, because of its nearness to the greater Los Angeles industrial area, highway accessibility, ease of speedy truck dispatch, enlarged storage area and the unusually fine rail connections. All of these factors, contribute to make the increased service of the Moore-McCormack Lines ships from Southern California more consistent with the needs of their many customers.

Shipping News — Belgian Line

The Board of Directors of the Belgian Line Incorporated recently had their annual meeting. The Directors announced that Mr. Eric de Spirlet has been elected an Executive Vice President of the Belgian Line Incorporated. In addition, Mr. Bernard Andia was appointed Manager of the Insurance and Claims Department.

S. Jackson & Son, Inc.

and

McCandless & Company

are pleased to announce that they
have combined their facilities
under the name of

S. Jackson & Son, McCandless, Inc.

with offices at

422 Natchez Street, New Orleans, La.

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Wm. Mc Candless, Jr., Exec. Vice-President
J. Norcom Jackson, Jr., Vice-President
J. G. Richardson, Sec'y.-Treas.

Regional Trade Notes

New York News

Victor Harrison announced the opening of the Victor Harrison Company, Green Coffee Agents and Brokers, at 101 Front Street, New York 5, N. Y. The telephone is BOWling Green 9-8964 and the Cable address is VICHARR.

Green Coffee Bowling League as of November 30th. Team Standing: Force (Unreachables) W 21—L 9 Total pins 22,366; High Ind. Avg.: M. Merrigan, 174 - 20 gms; High Team Series (Net): Woods, 2631; High Team Game (Net): Friedlander, 905; High Ind. Series (Net): B. Hollywood, 628; High Indd. Game (Net): E. Fuchs, 221.

OBITUARY

KARLO SANCER

President of the Old Dutch Mustard Company, Inc., Brooklyn, N. Y. passed away December 1, 1961 at the age of 66. Mr. Sancer was in the Spice industry since 1941.

Chicago Doings

■ ■ The green coffee market continues firm through November. Brazilian coffee, after slight dip earlier in the month, rose to previous levels. Central American coffees remained at firm price levels during the month. Orderings are rated as "fair" by brokers, although they are running ahead of year ago figures.

■ ■ The voluntary bankruptcy of a large New York coffee importing house caused some temporary consternation here as there was a lag in moving coffee from that house to midwestern customers. With normal channels later restored, however, there was no problem in moving coffee to midwestern buyers. Despite the suddenness of the voluntary bankruptcy action, coffee sources here are not worried about further financial difficulties from New York factors.

■ ■ A citizens band radio club offered free coffee and doughnuts to motorists on U. S. Highway 66 near Bloomington, Illinois over the Thanksgiving Day holiday weekend. Their slogan: "Take a break for safety's sake."

■ ■ An 8 unit independent chain here, Pick-N-Save, has launched the first discount price program offered by an independent grocer here. It used a full page newspaper ad to herald the swingover. The ad listed retail prices on 43 different items. Ad copy reminded shoppers that the items listed in this ad were not sale items.

In a separate ad, which listed its weekly sale and promotion items, Pick-N-Save promoted the two pound

can of Butter-Nut blend Webb's coffees for 89 cents in the regular or drip grind. There were no limitations as to number of cans per shopper or to specific days of week when shoppers could purchase the coffee at this sale price.

The shift is reminiscent somewhat of the Kroger Red X pricing program which slashed the prices of some 800 food items. Kroger launched the program here earlier this year.

■ ■ Continental Coffee Company, here, has added a liquid vending beef soup to its line of vending products. Mixed with hot water in the vending machine, one ounce of the liquid provides a full-strength broth in the standard six ounce hot cup. The concentrate is sold in cases of six 3 pound, 2 ounce containers. Each container provides 46 servings.

■ ■ The Institutional Sales Committee of the Mayonnaise and Salad Dressing Manufacturers, headed by John Heiman of Continental Coffee Company, has launched an information program to help restaurants, hotels and institutions use salad dressings more effectively and profitably.

In the past, said chairman Heiman, the Association's efforts have been directed primarily to the technical phase of the industry—including studies on improving quality control and lengthening shelf life of dressings sold retail. The Association's program will now be rounded out to include informational articles and recipes for use by institutional food service operators, said Mr. Heiman.

■ ■ The tempo of hot drink merchandising for the Fall holiday season continues in regular gear. It is not restricted strictly to coffee, however, Woolworth's, for example, was plugging away at store trade by offering hot chocolate at 15 cents per cup.

■ ■ The heaviest promotional effort, of course, is being directed to supermarket shoppers on coffee.

Van's, an independent supermarket on the city's northwest side, had one of the hottest promotional prices on the street. In a door-to-door hand-delivered flyer, Hills Bros. coffee was promoted at 99 cents for a two pound can. The price was restricted to Monday, Tuesday and Wednesday. There was no restriction as to number of cans which could be purchased by a shopper nor that the offer was good only with a cash purchase of a certain dollar amount of groceries.

Average price range being asked is from \$1.09 to \$1.19 per can on two pound sizes of national brand coffees. As has long been the case in this market, two pound can get almost all the promotional and sales play in supermarkets. Pound can sizes have little promotional value here, despite past efforts to shift into this size for special sales.

In line with the season, considered to be the heaviest coffee selling period of the year, many national brand manufacturers are offering cents-off deals on their items. Most frequent cents-off promotional offer is for 15 cents.

In the private label field, Jewel Tea Co. was offering the two pound can of its Royal Jewel ground coffee for \$1.11. The large regional chain also was promoting its Bluebrook coffee, the only bean sold coffee in its line, at two-one pound bags for 89 cents.

A&P, pushing its three item line of bean coffee, used the appeal in its ads the "To enjoy coffee mill flavor . . . you must see your coffee ground." The chain listed its one pound bag of Eight O'Clock coffee at 55 cents; the three pound bag at \$1.59. Red Circle coffee in the one pound bag was priced at 59 cents; in the three pound size it cost \$1.71. Bokar was priced at 63 cents in the one pound bag and \$1.83 for the three pound size.

A&P also was promoting its own label instant coffee with a 20 cents off deal. The chain offered the 10 ounce jar size of its instant for \$1.19.

■ ■ In a somewhat different approach, the four unit Dominick's Finer Foods chain latched on to sugar as one of its promotional leaders. Dominick's offered a newspaper coupon good for a free five pound bag of Domino sugar with \$5 or more in purchases. The chain said the offer represented a 53 cent value. It was limited to a Monday, Tuesday and Wednesday shopping period in an obvious move to build early week store traffic. The chain also limited the number of coupons which could be used—one per adult customer.

■ ■ Spices moved into their own as a strong promotional item during the Thanksgiving and Christmas merchandising period.

They were getting strong promotional tie-ins with their natural holiday go-together items, such as turkey, cranberries, and so forth.

■ ■ Herb dressing has been added by Kraft Foods Company to its line of salad dressings. Packaged in an eight ounce container, the product is in national distribution.

■ ■ Sales of Jewel Tea Co. Inc. and its consolidated subsidiary Osco Drug, Inc. for the four week period ended November 4 totaled \$42,198,886 as compared with \$39,437,718 in the same period of 1960. This represents a gain of seven percent.

Aggregate sales for the 44 week period totaled \$445,470,886. A year ago, these sales were \$421,325,582. Sales gain for 1961 was 5.7 percent.

■ ■ A quarterly dividend of 27½ cents per share on its common stock was declared by Consolidated Foods Corp. The dividend is payable January 1 to holders of record as of December 11.

■ ■ Duncan Coffee Company, Houston and Butter-Nut Foods Co., Omaha, which merged earlier this year, have acquired the Fleetwood Coffee Co., Chattanooga, Tennessee, for an undisclosed price.

Fleetwood has its headquarters and one plant in Chattanooga. The firm's other plant is located in Greensboro, N. C.

■ ■ Fisher Foods, operator of 79 supermarkets in northern Ohio, registered a 3.7 per cent decline in net income for the 40 weeks ended October 7. Earnings were \$662,071 as against \$687,749 a year ago. This is equal to net income of 97 cents per share of common stock as compared with \$1.02 per share in 1960's like period.

Sales hit a peak of \$81,857,824 in the period. This compares with volume of \$79,390,534 for the same period a year ago.

■ ■ National Tea Co. is conducting merger negotiations with the 11 unit Sure Save chain here. Acquisition of the family owned regional chain would boost National's volume better than \$12 million annually.

■ ■ A new glass bottle with recessed side panels is being used by McLaughlin Gormley King Co., Minneapolis, Minn. to package its Spices of Life gourmet spices and herbs. The side panels are said to afford easier gripping. Squared corners are used in the new package to keep the container from turning on supermarket shelves.

New Orleans Notes

■ ■ Shipbuilding contracts, worth \$48.6 million, were signed in New Orleans on November 30 between Lykes Brothers Steamship Company, Gulf and South American Steamship Company, Avondale Shipyards, Inc. and the federal maritime subsidy board. They are for construction of four 11,195-ton cargo ships for Lykes and two similar vessels for GSA. Both firms engage extensively in the coffee trade.

Signing of the contract officially marks federal agreement to pay part of the construction costs under the Merchant Marine act of 1936, which provides for a government subsidy to help merchant lines replace ships more than 25 years old. The contracts, largest of their kind ever signed in Louisiana, mean expenditures of approximately \$20.9 million in the New Orleans area. Among the dignitaries at the formal signing were *Solon B. Turman*, president of Lykes, and *Frank Nemec*, senior vice president; *George Griswold*, executive vice-president of Gulf and South American; *Grayson Andrews*, deputy general counsel of the Maritime Administration and *Henry Z. Carter*, president of Avondale.

■ ■ Local green coffee circles were saddened by the death on November 27 of *Albert J. Breaux, Sr.*, 70-year-old coffee importer. Mr. Breaux, who retired several years ago was associated with the coffee trade for 50 years. At the time of his retirement, he headed the local office of *H. L. C. Bendiks*.

■ ■ New officers were recently opened

at 535 Gravier street by *Cueva Company, Inc.*, *Angel Cueva*, president. Experienced especially in the Latin American field, the Cueva company provides freight forwarding functions, books forwarding cargo, prepares and processes necessary documents to foreign countries and provides other specialized services.

■ ■ Local offices of the American Red Cross recently received shipment of 1,000 pounds of coffee, a gift of the government of Guatemala to the victims of hurricane Carla. The coffee, which was transported to New Orleans by Aviateca airline, has been sent to Houston, Tex. for distribution.

■ ■ Strachan Shipping Company is agent for a new once-a-month cargo ship service to West Africa. Service was initiated recently by the Norwegian flag vessel *Rosita*. The Seven Star Line and Black Star Line (Israel and Ghana) are cooperating in the venture. Also from Strachan comes word of the transfer and promotion to its Mobile office of *W. J. Ford, Jr.* Succeeding *Ford* in New Orleans as manager of traffic development is *W. F. Daniels*, assisted by *C. A. Bates*.

■ ■ *G. T. Gernon* of *Ruffner, McDowell and Burch, Inc.* recently returned from a business trip to the firm's New York office.

■ ■ Visitors at the local Anderson Clayton, Inc. offices were *J. M. Clark* and *Claude Smith*, of the New York and Santos, Brazil, offices respectively.

■ ■ Dupuy Storage and Forwarding team holds first place in the Coffee League bowling standings for late November. In the Green Coffee League, *J. Aron and Company No. 2* team is setting the pace.

■ ■ The format of a Gay Nineties type ad, with quaint type faces and steel engravings was used by CDM coffee to plug their "glorious, old-time, full strength" coffee and chicory with a ten cent value coupon offer. The same price discount with coupon is also honored by *Blue Plate coffee* and *chicory*, CDM's sister brand. Initials of the famed French Quarter coffee stand, the *Cafe Du Monde*, gave the name to the CDM brand.

OBITUARIES

A. J. BREAUX, Sr.

Retired Coffee Broker, 50 years in business, died Monday, November 27, 1961. He resided at 1728 Audubon Street New Orleans, La.

WEST COAST NEWS

■ ■ Mr. *Robert Di Giorgio* was elected president of S & W Fine Foods Inc., succeeding *Joseph Blumlein*, who resigned as president and director. *Di Giorgio* continues in his present capacity as executive vice-president of *Di Giorgio Fruit Corporation*, of which S & W is the largest wholly owned subsidiary. *Di Giorgio Fruit Corp.* acquired S & W in 1959. *Blumlein* has been affiliated with S & W since 1933, a director since 1940, and president for

the past five years. *Di Giorgio*, in taking the helm of the old-line packing company said: "The growth potential of the company has scarcely begun to be realized. I am proud of the traditionally superior quality of S & W products. It is our intention to keep it that way."

■ ■ The San Francisco Chamber of Commerce World Trade Department announces publication of a new directory of Bay Area exporters. The directory, which is available at \$1 per copy, lists the address, history and type of operation of more than 1000 firms engaged in the export trade.

■ ■ Mr. *Armand de Pichon* has been appointed San Francisco general agent for the French Line, it was announced recently from New York. *De Pichon* will succeed *Jean Vesco*, who recently retired. Mr. *De Pichon* was associated with the General Steamship Corp. in San Francisco from 1923 to 1935, when he joined the French Line.

■ ■ "Fabulous," is a good adjective for the description of the new Lawry's Foods Company plant, located at 568 San Fernando Rd., Los Angeles. The Los Angeles firm held the official opening of their administrative wing recently with a generous assortment of dignitaries and notables on hand to celebrate the event.

Founded in 1938 the company can well be proud of the air-conditioned, sound proof facilities that they now enjoy. The entire complex, in a setting reminiscent of the colorful rancho days of early California, is comprised of 80,000 square feet wherein one finds the latest in scientific foods preparation, miles of stainless steel, highly engineered equipment and the latest in everything from telephone communications centers to kitchen facilities.

On hand for the brilliant affair were *Lawrence L. Frank*, Chairman of the Board of Lawry's Foods, Inc.; *Richard N. Frank*, President; *Harold C. McClellan*, President, Los Angeles Chamber of Commerce; *Mrs. Valley Knudsen*, Chairman of the Los Angeles Beautiful Committee who presented Mr. *Frank* with a commendation from the Committee; *Ann Blyth*, noted motion picture and TV star, *Murray Yunker* of Certified Grocers and many other persons of prominence in the food industry, civic and business affairs of the community.

■ ■ Mr. *Ray Graham*, Schilling Div. McCormick & Co. and president of the Western States Tea Association left San Francisco in November for Calcutta, India. *Graham* was among three North American tea men invited as guest of the Indian government to attend an Indian Tea Industry Seminar in Calcutta.

■ ■ Mr. *Claude Smith*, Anderson Clayton Inc., Santos, Brazil incorporated business with pleasure by calling on the coffee trade and seeing the sights of the city by the Golden Gate. This was *Smith's* first visit to the West Coast; he made his headquarters with *Bill Fennerin*, manager of the firm's San Francisco office.

West Coast News (Cont.)

■ ■ Mr. Richard E. Heinrich has been named to the post of secretary-manager of United Grocers, Ltd. one of the largest cooperative buying groups in the country. The announcement was made by the board of directors. The post had been left vacant by the death of Harvey Sorensen, its long-time secretary-manager. Mr. Heinrich, who was Mr. Sorensen's assistant, began his career with the United Grocers, Ltd., in 1934. A native of San Francisco and a graduate engineer who also had studied purchasing and accounting, he started as a clerk and advanced through various departments, gaining experience in all the phases of the big retailer-owned wholesaling operation.

■ ■ Boyd Coffee Company, pioneer blenders, roasters and marketers, have just dedicated a new Coffee Testing Laboratory which is rated as a model throughout the industry. The shining facility—fitted out with the most advanced types of equipment—is the result of extensive remodeling at Boyd Coffee Company's plant, S.W. Second and Columbia, Portland, Oregon.

Mr. R. P. Boyd, company president, said "our new Coffee Testing Laboratory is testimony to the care we take with Boyd's formula for producing quality coffee; proper blending of coffee is not achieved by mixing different varieties of coffee through guess work. Our methods at Boyd's place coffee blending in the category of scientific quality control, thanks to our new Coffee Testing Laboratory." Boyd Coffee Company imports selected coffee beans from throughout the world, blends them, then checks the brew by taste-testing to maintain the distinctive Boyd's flavor and aroma. These qualities have made Boyd's a leader for many years throughout the Pacific Northwest market.

■ ■ Hawaii's stevedoring industry and the International Longshoremen's union have agreed on a five-year contract, the longest dock pact in history. Major article in the agreement announced in late November is a \$3,115,000 mechanization and stabilization fund, to be paid into at \$550,000 a year. "The most important issues have been resolved," said Federal arbitrator Sam Kagel. The union and industry agreed to submit unresolved issues to Kagel for binding arbitration. The union had been holding out for an agreement similar to that of West Coast stevedores, who obtained most of their demands. It is understood wages will be tied to West Coast longshore agreements. An ILWU spokesman explained that in the past Hawaii members have had to negotiate independently for wages. Under the new contract, Hawaii wage scales will automatically be whatever wages are agreed on at the annual summer review of the West Coast longshore contract. The agreement covers the period ending June 30, 1966 and prohibits strikes and lockouts.

■ ■ AC'CENT brand monosodium

glutamate in a new form with flavors has been introduced by Ac'cent International in five midwest and eastern cities. The two new products, Ac'cent with lemon flavor and Ac'cent with garlic flavor, are the first additions to the company's consumer line since the introduction of Ac'cent in 1946. These products, plus all purpose Ac'cent, are being promoted with the theme "Open up a Wonderful World of Flavor," highlighting the difference that a subtle emphasis of flavor makes in many foods served by today's housewives.

■ ■ The first cook book in the history of the Spice Islands Company was published in October, according to Fred Caligiuri, vice president and manager of operations. "The Spice Islands Cook Book" is the most complete book ever published about spices, herbs and seasonings. Highlighted by a 48-page section on the nature and use of condiments, the cook book contains 328 selected recipes from the Spice Islands Kitchens with numerous illustrations. Lane Book Company is the publisher.

■ ■ Martin Gillet & Co., the oldest tea house in America, has introduced another advance for tea drinkers in its Tea Break Tea in bags. Packed in 48s, the bags contain no strings and no tags. The Martin Gillet firm was the first to stop packing tea in 40-lb. chests and start putting it out in small packages. West Coast representatives for the new Tea Break Tea are Taft & Suydam, Daly City, California.

■ ■ Mr. E. A. Johnson, Jr., E. A. Johnson & Co., San Francisco was appointed Executive vice-president of the Pacific Coast Coffee Association. Ed. Jr., fills the vacancy created by the resignation of J. B. S. Johnson, Jr., formerly of Otis McAllister & Co. With the appointment Ed will serve as chairman of the Green Division. The announcement was made by William M. Seely, president of the PCCA.

■ ■ Carl Lincoln, Nabob Foods, Vancouver, B. C. and J. S. McGee, Dale Bros., Fresno attended PCCA business in San Francisco in late November.

■ ■ Matson Navigation Co., which currently has 26 ships in its Hawaii service, could be forced by economic conditions to cut back to four, according to an executive of the shipping firm. Stanley Powell Jr. executive vice president, testified at a federal maritime subsidy board that such a cut was possible. He emphasized that such a cut would be considered only if Matson lost its three pending bids for freight rate increases and if States Steamship Line is allowed to add 13 trade calls to Hawaii as a by-product of its main-land Far East service. Powell indicated that any lesser blow would result in a more moderate cutback in Matson's unsubsidized Hawaii service. His testimony came in the second day of hearings on a States Line request for permission to double its 13 calls in Hawaii. The present hearing was expected to last about two weeks and will re-open in San Francisco, January 15th.

■ ■ The San Francisco Coffee Club Christmas Committee is preparing for their gala Xmas party at the San Francisco Olympic Club, December 1st.

■ ■ Red Owl Stores, Inc. has signed an agreement to acquire the stock of Snyder's Drug Stores, Inc., announced Alf L. Bergerud, Red Owl President, and Lloyd Berkus, President of Snyder's. The transaction is subject to approval by Snyder's shareholders and to certain other conditions. Under terms of the agreement, Red Owl will issue 32,500 shares of its common stock in exchange for all of the outstanding shares of Snyder's, which is a closely held corporation. Snyder's will be operated as a wholly-owned subsidiary of Red Owl.

Obituaries

A. A. YOUNG

Retired coffee and tea importer, and president of Young Brothers, Seattle, died Sunday, November 12, 1961 two months before his 100th birthday at San Mateo, California.

Mr. Young was the oldest living Coffee man in the United States. In 1938, C&TI, named him, "our oldest subscriber".

A. A. Young was a recognized consultant of Commodity Financing and always advocated the British method of acceptance financing as a basis for currency issue.

Premiums

SALADA EXPANDS PREMIUM OFFER

The Salada Tea premium offer of RCA Victor records has proved so successful that it has again been expanded, announced W. B. Horsey, Salada-Junket Division assistant advertising manager. A total of 16 records is now being offered.

The original promotion offered a 12-inch long-playing record—the Boston Pops Orchestra playing Boston's favorite tea-time music—for \$1.25 and the Guarantee from any package of Salada, the "No. 1 tea in Boston."

Response was so favorable that Salada began sending with the records a "bounce-back" offer, which featured records by Xavier Cugat, Julie Andrews, Meyer Davis, Skitch Henderson, Dinah Shore and Hugo Winterhalter for the same special rate of \$1.25 plus Guarantee panel. Many consumers ordered all six records.

The original offer, meantime, continued to "pull." RCA Victor awarded Salada a gold record for the success of the custom-produced Boston Pops record, the first premium to earn the award.

Records now being shipped by Salada include a "bounce-back" offer for nine new records in addition to the six originally offered. The new ones are by the Crew-Cuts, Walter Schumann, Morton Gould, Eartha Kitt, Count Basie, Frankie Carle, the Sons of the Pioneers, Eddie Fisher and the Ames Brothers.

CURRENT PREMIUM OFFERS

Premiums usually follow, rather than pace, consumer trends.

Not so the nationally advertised new offer (beginning Oct. 15) from *Thomas J. Lipton, Inc.* The premium consists of six 14-ounce glass Tea Tankards, created by Owens-Illinois in a new Libbey coupe-shaped style and featuring distinctive semi-detached handles. They are equally suitable for hot or cold drinks. The price: \$3.50 (compared to a retail value of \$7) and a box-top from any Lipton Tea package sent to Lipton Tea, Box 610, Spring Park, Minn.



C&E Editor and Adv. Mgr. examine Lipton's New Premium.

The idea of drinking tea in tea tankards is entirely new, but Lipton has good reason to believe that the idea will quickly catch on. As *Howard Anderson*, Product Manager for Lipton Tea, explains:

"We know from our consumer research that more and more people are drinking tea in larger containers. This is true of both hot and iced tea. A tall glass is, of course, a must for iced tea. And as for hot tea, we find it's a rare American male who drinks tea from the traditional modest-sized tea cup. He's more likely to use a coffee cup and in the case of tea hot toddies, which are becoming steadily more popular, he'll use a mug.

"Therefore, it wasn't any surprise to us when our tests of this premium showed a marked preference for a 14-ounce tankard over a seven-ounce one."

There are an immense, and growing, number of tea-based drinks, all of them eminently suitable for serving in tea tankards. Some of the best have been collected by Lipton in an attractive full-color booklet, "33 New Tea Drinks," which accompanies the premium. Among the specialties listed in the booklet are Lipton-on-The-Rocks, Lipton Tea Planters Punch, Cranberry Tea Punch, Ski Ball (Lipton's Ski-Tea), New England Special and Hot Tomato-Tea Cocktail.

Obviously, such drinks as these aren't just being served as accompaniments to dinner nor are they being consumed just by adults. Teen Tea parties are becoming a big thing with the younger generation, and tea in many different forms is proving an ideal companion for TV watching, picnic outings, ski parties, and patio entertaining, to name just a few of the occasions.

With the tea tankard, Lipton hopes to ride the crest of tea's new and varied popularity and to extend the trend in new directions. One hope is to establish iced tea even more strongly as an all-year drink—"Soft drinks and beer are popular all year round, why not tea?" observed a Lipton spokesman.

Iced tea has already reach year-round status with many people and many others would drink it 52 weeks of the year if they were simply reminded of its pleasantness, hopes Product Manager Anderson in presence, Lipton believes. The tea son, will help serve as just such a reminder.

The first advertising wave in support of the Tea Tankards premium offer was full-page, four-color ads in *This Week*, *Parade*. First 3 Markets and independent supplements reaching an audience of 30 million. The ad pictures a set of six tea tankards, each filled with a different hot or cold drink.

The agency is Sullivan, Stauffer, Colwell & Bayles, Inc.

For point-of-sale reminders, Lipton has posters, shelf hangers and display centerpieces.

■ ■ A new premium offer, to promote sales of *Borden's Instant Coffee* during the coming months, has been announced by the Borden Foods Company. A West-cloz Electric Alarm Clock, regularly retailing for \$4.38 is being offered during the Borden's "Coffee Time" promotion for \$2.75 and a label from any size jar of Borden's Instant Coffee.

The premium, in an ivory-toned case and with a sweep alarm indicator, is also featured in the Borden Foods Company's in-store display material. A display bin-riser, prepared with a space to hold the actual premium, reminds shoppers of the special "Coffee Time" offer at the point-of-sale.

To support the promotion, Borden's is running a week-in, week-out series of advertisements in more than 75 newspapers in major markets across the country.

New Products...

RADIO-ACTIVE FALLOUT REPORTS INTENSIFY IMPORTANCE OF AIR SAMPLING

The technique of air sampling originated in the laboratories of the Atomic Energy Commission in New York over ten years ago. The first air samplers were manufactured for the sole use of the Atomic Energy Commission by the Staplex Company of Brooklyn, New York. The sampling process is performed by means of interchangeable filter papers which gauge the kind of pollution existing in the air. Staplex Hi-Volume Air Samplers are now used all over the world to quickly and easily test volumes of air for contamination. Additional information may be obtained by writing The Staplex Company, Air Sampler Division, 777 Fifth Avenue, Brooklyn 32, N.Y.

DO-IT-YOURSELF PALLET IS LIGHT, TOUGH ALUMINUM

An aluminum pallet for assembly by the user has been added to the line of light metals materials handling equipment built by Brooks & Perkins, Inc., Detroit. Strong extrusions and bolted "locked-in" construction give the pallet long life. There are no castings to break. With rust, rot and splintering eliminated, maintenance is simple. The smooth metal is sanitary and easily cleaned. Cargo damage is virtually eliminated as there are no exposed fasteners.

Descriptive literature may be requested from Ralph G. Gillespie, Brooks & Perkins, Inc., 1950 W. Fort Street, Detroit 16, Mich.

EPOXY SURFACING COMPOUND

Dennis Chemical Company, after extensive field tests, offers its No. 6713 Epoxy Surfacing Compound for floors and other surfaces. When applied 1/8" to 1/4", thick, No. 6713 equals the strength of up to two inches of concrete. It can be feather-edged, is particularly suited for patching or overlaying on concrete, wooden, or steel floors, surfacing walls, and lining the inside of tanks. Providing an impervious, alcohol, acid and abrasion resistant surface, No. 6713 is a valuable tool for quick maintenance and repair of factory floors, roadways, reservoirs, culverts, airport runways, bridges, silos, and chemical tanks. For information write Dennis Chemical Company, 2701 Papin Street, St. Louis 3, Missouri.

NEW LAB APPARATUS CONTROLS AND RECORDS pH AUTOMATICALLY IN RESEARCH AND PRODUCTION

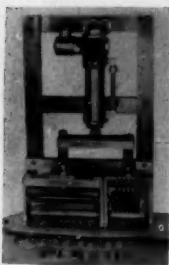
Mobile, Self-contained unit has autoclavable electrodes adaptable for Microbial fermentations and chemical processes. New Brunswick Scientific Co. has developed an automatic pH controller which regulates, monitors, and records pH in any active fermentation or chemical process, at laboratory, pilot-plant and production levels.

Further information and engineering data sheets may be obtained by writing New Brunswick Scientific Co., Inc., 1130 Somerset Street, New Brunswick, N. J.

PORTABLE LOADER OF BULK MATERIALS

New wheel-mounted Fort Worth Speed Loader is a portable unit for varied use in distributing dry, free-flowing bulk materials (granules or lumps up to two-inch diameter). Announced by Fort Worth Steel & Machinery Company, the loader is designed to load large flat storage areas—buildings or temporary open storage areas; to load boxcars, bins and other enclosures; and build stock piles. Also, Loader may be used to turn and condition material. For details, write Fort Worth Steel & Machinery Co., Fort Worth 1, Texas.

NEW AIR-OPERATED IMPRINTING UNIT



A new air-operated imprinting unit which simultaneously marks a consecutive number code and a product identification or other marking on multi-wall kraft bags has been developed by Industrial Marking Equipment Co., Inc., 655 Berriman

St., Brooklyn, N.Y. The solenoid-controlled device is used as an attachment to a bag filling machine. It is mounted on the filling spout of the parent machine and is cycled during the filling operation.

NEW CARTON ASSEMBLER

The new Standard-Knapp Type 880 Integer, in about 18 1/2 feet length, strips a knocked-down case from a stack of flat cartons, sets it up, squares it and presents it to the packer. The Integer then glues and seals the packed carton. As supplied by the Portland Division of Emhart Manufacturing Company, the Type 880 handles cases with either glued, taped or stapled, "manufacturers' seams," and all case shapes, including squares.

NEW LOW-COST PORTABLE ELECTRONIC SPEAKER

A transistorized power megaphone that will carry the voice loud and clear for 500 feet or more is now offered by Edmund Scientific Company. The device, which can be modulated for shorter distances, is recommended for either outdoor or indoor use. Priced at \$12.95. Available on direct order from Edmund Scientific Company, Barrington 66, N. J.

"WALK-ALONG" SQUEEGEE VACUUM CLEANER FOR WET, FAST PICKUP

Maintenance engineers can cut time and costs in water pickup in buildings with larger floor areas with the new "Walk-Along" Squeegee Vacuum Cleaner being introduced by the Hild Floor Machine Company of Chicago. For further information write: Department TV, Hild Floor Machine Co., Inc., 1217 W. Washington Blvd., Chicago 7, Ill.

NEW RESET DIAL TIMER AVAILABLE AS PLUG-IN OR NON-PLUG-IN

The new ATC 305B Reset Dial Timer is available with a plug-in mounting for those applications where quick change of dial range is necessary or where high rate production machinery makes downtime prohibitive. With no wires to disconnect, Timer is pulled from panel or case as easy as an electronic tube. For complete details write AUTOMATIC TIMING & CONTROLS, INC., King of Prussia, Pa.

FULLY AUTOMATIC FILLING MACHINE

Ertel Engineering Corp., Kingston, New York announces a new line of Fully Automatic Filling Machines, either vacuum or gravity fill. The new units are electronically controlled and containers are automatically handled throughout intake, filling, and discharge cycles. Illustrated literature which includes filling speeds for various size containers is available from the company upon request. Ertel Engineering Corp., Kingston, N. Y. Telephone New York City: CA 6-6023.

ROCKWELL PERMATURN VALVES PROMISE NEW EASE OF FLUID CONTROL

A new concept in tapered plug valve design utilizing a high lubricity plastic coating that substantially reduces turning and provides lifetime maintenance-free operation was announced by Rockwell Manufacturing Company, Pittsburgh.

The new tapered plug valves—Rockwell Permaturn valves—are used for fluid control services of fluid viscosities, corrosivities and degrees of contamination. For more information, contact Rockwell Manufacturing Co., Meter & Valve Div., 400 North Lexington Ave., Pittsburgh 8, Pa.

NICKEL-IRON BATTERIES FOR MATERIAL HANDLING GET POWER BOOST OF 77%

Electrical capacities of nickel-iron alkaline storage batteries have just been boosted up to nearly 77 percent in the most significant design improvement since Thomas A. Edison invented them more than 50 years ago. They have been completely redesigned to make much more efficient use of available space. They are now capable of producing 100 ampere-hours per positive plate. They now produce 1.202 watt-hours per cubic inch, up from 0.68 watt-hours in the former design. Exide Type E Nickel-iron alkaline batteries are marketed and serviced by ESB's Exide Industrial Marketing Division, Rising Sun and Adams Avenue, Philadelphia 20, Pa.

NEW IMPULSE COUNTER HAS PUSHBUTTON CONTROL



The Atcotrol 311B Pushbutton Impulse Counter now offers an entirely new type impulse motor assuring better accuracy, long life and dependability. Designed and developed by Automatic Timing & Controls, Inc., of King of Prussia, Penna., this new counter requires a low minimum pulse of 50 milliseconds duration. Additional information is available through Automatic Timing & Controls, Inc., King of Prussia, Penna.

BUHLER INTRODUCES NEW PORTABLE PNEUMATIC CONVEYOR FOR GRAIN, SEED, AND SIMILAR MATERIALS

Two efficient new portable pneumatic conveyors have been announced by The Buhler Corporation, Minneapolis, Minnesota. They are said to be especially suited to low cost bulk transfer of grain and seed to-and-from cars, trucks, barges, ships, and warehouses.

For further information, photos, drawings, and performance data may be obtained from local Buhler representatives or by writing to Materials Handling Division, The Buhler Corporation, Minneapolis 26, Minnesota.

SPICY TIDBITS

CARDAMOM SWEET POTATO CASSEROLE

- 1 17-oz. can vacuum packed sweet potatoes
 - 4 tablespoons sugar
 - 1/4 teaspoon salt
 - 1/8 teaspoon ground cardamom
 - 1/4 teaspoon ground nutmeg
 - 1/4 cup milk
 - 4 tablespoons butter or margarine
1. Mash sweet potatoes.
 2. Add 3 tablespoons of the sugar, the salt, spices and mix well.
 3. Stir in milk. Melt 3 tablespoons of the butter or margarine and add.
 4. Turn into a buttered 1-quart casserole.
 5. Dot with remaining tablespoon butter or margarine and sprinkle with the rest of the sugar.
 6. Bake in a preheated moderate oven (350°F.) 30 minutes or until brown.

YIELD: 6 servings.

CARDAMOM COFFEE RING

- 14 1/2 oz. package yeast-roll mix
 - 3 tablespoons butter or margarine, melted
 - 1/3 cup sugar
 - 1/4 teaspoon ground cardamom
 - 1 teaspoon grated lemon rind
 - 1/2 cup diced glace fruit or raisins
1. Prepare yeast dough according to recipe on the package.
 2. Roll dough 1/4-inch thick in an 8 x 18-inch rectangle.
 3. Brush surface with melted butter or margarine.
 4. Combine sugar cardamom and grated lemon rind.
 5. Sprinkle over the surface of dough to within 1/2-inch of the edges.
 6. Then, sprinkle with glace fruit or raisins.
 7. Roll up in jelly roll fashion, starting at the long side (18-inch side) of dough. Place on a greased baking sheet in a ring, pinching edges together.
 8. Let rise in a warm place (80° to 85°F.) until double in size.
 9. Bake in a preheated moderate oven (375°F.) 30 minutes or until done. If desired brush top with additional melted butter or margarine and sprinkle with more glace fruit.

YIELD: One 9-inch coffee ring.

What truck leasing means to the small businessman

At what stage of its business development should a company consider leasing its trucks? Are the advantages of leasing greater for the operator of a large fleet of trucks than for the small businessman?

For the company that operates only one truck or a few trucks, experience has shown, in case after case, that leasing frequently constitutes the ideal arrangement.

The "three freedoms" have convinced many large-fleet operators to lease their trucks—freedom from capital investment, freedom from the problems of service and maintenance, and freedom from the manifold details of the "truck business." The same advantages apply with equal force for the small business.

The advantages of leasing start with the purchase of the truck. A leasing company like Hertz will "engineer" the truck in making the purchase for a company's specialized needs. The specific uses to be made of the vehicle will determine what optional equipment should be considered in the selection and purchase of a truck, assignments which "come naturally" to the leasing company's engineers.

Day or Night Maintenance

The owner of a single truck or a small fleet gains—through full-service leasing—a continuing maintenance service that he would not be able to enjoy and could not purchase at reasonable rates from any other source. For example, preventive maintenance is performed on a regular schedule during hours when the truck will not be needed for deliveries. This practice reduces the possibility of road breakdowns, thus adding extra hours to a company's delivery schedules.

Under ownership or non-service financing arrangements, the single-truck owner-operator in almost every case has to rely on the services of a local service station—a facility that cannot usually devote adequate attention to him. A mechanical breakdown or flat tire that occurs even a short distance from his local service station invites the risk of loss of valuable time before the truck is serviced.

Leasing enables a truck operator to rid himself of the "service headache" and turn it over to a specialized organization uniquely prepared to provide emergency road service quickly and efficiently. The truck leasing company's facilities, with service installations manned by skilled personnel assure that needed repairs can be completed more quickly and more efficiently.

To the advantages already cited should also be added the important fact that when a truck has served its normal useful life, a lessor will retire it from service and replace it with a new truck. This avoids the difficulties arising when owner-operator overextends the "life" of a truck, thereby provoking time consuming and costly repairs with long down-time periods.

Shipping News — Torm Lines

Torm Lines have been admitted to membership in the United States Gulf-Mediterranean Ports Conference, it was announced today. Torm Lines, with a modern fleet of cargo and passenger liners, maintains regular scheduled sailings between U. S. Atlantic ports and the Gulf to a full range of Mediterranean ports.

BOOK SHELF....

"ADVANCES IN COFFEE PRODUCTION TECHNOLOGY". A summary of worldwide coffee research with chapters covering all phases of present day technological achievements in this field. Physiology, genetics, cytology of the coffee tree; mineral nutrition; mechanization of cultural operations; weed and insect control of plants; and factors relating to inherent qualities of green coffee are all covered in depth by experts in the field. A must for growers, shippers, importers, and roasters, as well as libraries and research organizations. **\$2.50**

"THE COFFEE-MAN'S MANUAL". A compendium of information on stateside operations of the coffee trade. Aroma tests, brewing grinds, flavor testing, roasting procedures, and laboratory equipment give a working knowledge of how to meet the problems of the coffeeman's day. **\$2.50**

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LETTER TO THE EDITOR

Sir:

"American Instants, Inc. is the successor to the first United States manufacturer of instant coffee, namely, G. Washington. Consequently, we take exception to a recent article in which someone else is alleged to have been the first to supply the military with acceptable soluble coffee. For your information, G. Washington supplied instant coffee to the Army during World War I and II. Furthermore, for the duration of World War II, almost all of the production capacity of the G. Washington plant at Morris Plains, New Jersey, was used for the military since World War II, American Instants supplied large quantities of soluble coffee to the military."

American Instants, Inc.
T. J. Roche, Jr.

TEA LEAVES

An exhibit of the world's teas and a demonstration of the fine art of tea tasting comprised the latest promotion by Salada in Boston, the nation's leading city in per-capita tea consumption.

The number one team in Boston hosted a tea at the Boston Club for the 12th annual meeting of the Animal Care Panel. The event was one of a series of Salada-sponsored teas in the greater Boston area.

Teas such as Darjeeling, Oolong, Jasmine and Mate were exhibited by John F. Halloran, tea taster and manager of tea purchasing for the Salada-Junket Division of Salada Foods, Woburn, Mass. Mr. Halloran's tea tasting table was equipped with handle-less cups which permit accurate viewing of color because of lack of shadows.

With Salada for over 41 years, Halloran says that the business of tea tasting is an exacting one.

Classified Exchange

RATES

1/2"—\$4.00 1"—\$7.50 2"—\$11
3"—\$15 4"—\$18

Situations Wanted: 20¢ per word \$2 min.

Domestic and Foreign Enterprises

ATTENTION!

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Chemical Engineer

"We are now offering a new consulting service to the Soluble Coffee Industry. Below are some of our Accomplishments!

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Cafe Soluble, S.A., Managua, Nicaragua

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Hoboken, N. J.

Please direct all inquiries to Mr. Sivetz
15 Estates Drive
(Sleepy Hollow)
San Anselmo, California

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